# The
# Southwestern British Columbia
# Tourism Region

L.C.

84- 3298 /

# SOUTHWESTERN BRITISH COLUMBIA

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The responsibility for the report as written, and all conclusions reached herein, is the Consultants alone, and does not necessarily reflect the opinions of those who assisted during the course of this investigaton and the Federal and Provincial Governments which funded the study.

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## TABLE OF CONTENTS

Page

1.0 SOUTHWESTERN BRITISH COLUMBIA REGIONAL TOURISM PLAN 1

- 1.1 Introduction 1
- 1.2 Regional Setting 1
- 1.3 Current Tourism Development 4
- 1.4 Study Approach 6

2.0 SOUTHWESTERN BRITISH COLUMBIA REGIONAL TOURISM RESOURCES 10

- 2.1 Approach 10
- 2.2 Natural Resources 12
  - 2.2.1 Introduction 12
  - 2.2.2 Geographical Description of Major Landform Units 13
  - 2.2.3 General Climatic Characteristics 17
  - 2.2.4 Vegetation 19
  - 2.2.5 Sport Fishery Resources 28
  - 2.2.6 Wildlife Resources 33
    - 2.2.6.1 Hunting 37
    - 2.2.6.2 Marine Wildlife 38
    - 2.2.6.3 Summary 39
  - 2.2.7 Summary of Natural Tourism Resources 39
- 2.3 Physical Tourism Resources (Infrastructure) 42
  - 2.3.1 Introduction 42
  - 2.3.2 Special Commercial Recreation Activities 42
    - 2.3 2.1 Heli/Alpine Skiing 42
    - 2.3.2.2 River Rafting 44
    - 2.3.2.3 Hot Springs 45
    - 2.3.2.4 Pleasure Boat Cruising 46
    - 2.3.2.5 Major Tourism Destination Areas 47

## TABLE OF CONTENTS CONTINUED

Page

2.3.3 Recreational Lands and Facilities 48

2.3.3.1 Provincial Parks 49
2.3.3.2 Recreational Boating 54
2.3.3.3 Special Active Tourism/Recreation Activities 56

2.3.4 Accommodation 59

2.3.4.1 Supply of Tourist Accommodations 59
2.3.4.2 Occupancy 60
2.3.4.3 Seasonality 63

2.3.5 Transportation Modes and Corridors 63

2.3.5.1 Introduction 63
2.3.5.2 Roads 64
2.3.5.3 Scheduled Buses 67
2.3.5.4 Rail Service 68
2.3.5.5 Air Service 69
2.3.5.6 Ferry Service 69
2.3.5.7 Fixed Link Vancouver Island - Mainland 71

2.3.6 Tourist Service Centres 71

2.4 Human Resources 75

2.4.1 Introduction 75
2.4.2 Regional Demography 75
2.4.3 Economic Activity 78
2.4.4 Events and Attractions 82

2.5 Historical Resources 86

2.5.1 West Coast Indian Theme 87
2.5.2 Exploration/Fur Trade Theme 88
2.5.3 Gold Rush Theme 90

## TABLE OF CONTENTS CONTINUED

Page

2.5.4 Pioneer Settlement/Resource Development Theme 92
2.5.5 Maritime Heritage 94
2.5.6 Summary 96

2.6 Summary and Assessment of Tourism Resources 96

3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS 107

3.1 Introduction 107
3.2 Tourism Markets 107

3.2.1 Existing Markets 107
3.2.2 Perceived Markets 108
3.2.3 Market Opportunities 108

3.3 Market Forecasts 110
3.4 Visitor Profiles 110

3.4.1 Traveller Characteristics 110
3.4.2 Trip Characteristics 112

3.5 Development Implications 113

3.5.1 General Marketing 113
3.5.2 Accommodation Requirements 118

4.0 TOURISM ISSUES AND CONCERNS, LOCAL OBJECTIVES AND REGIONAL POLICIES 120

4.1 Introduction 120
4.2 General Attitude Toward Tourism 120
4.3 Perceived Tourism Strengths, Markets and Opportunities 121

4.3.1 Perceived Tourism Strengths 121
4.3.2 Perceived Tourism Opportunities 122

4.4 Issues and Concerns Regarding Tourism Development 125

4.4.1 Seasonal Aspects 126

## TABLE OF CONTENTS CONTINUED

Page

4.5 Perceived Weakness as a Tourism Area 126

4.6 Tourism Linkages 127

4.7 Locally Defined Tourism Objectives 128

4.8 Regional and Local Policies which Influence Tourism Development in the Region 129

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY 135

5.1 Introduction 135

5.2 Framework for the Preparation of Tourism Development Strategies 136

5.3 Provincial Tourism Development Strategy 137

5.4 Regional Tourism Development Strategy 140

6.0 REGIONAL TOURISM DEVELOPMENT PLAN 147

6.1 Introduction 147

6.2 Guidelines and Principles 147

6.3 Tourism/Recreation Planning Hierarchy 154

6.4 General Description of Plan 157

6.4.1 Vancouver Provincial Tourism Destination Area 159

6.4.1.1 Vancouver as a Cosmopolitan Centre 162

6.4.1.2 Seaport 164

6.4.1.3 Seaside 165

6.4.1.4 Agricultural Heritage 166

6.4.1.5 Fur Trading Heritage 168

6.4.1.6 Fraser Delta/Estuary 169

6.4.1.7 Specialty Recreation/Activities 169

6.4.1.8 Transportation/Information Services 171

TABLE OF CONTENTS CONTINUED

Page

6.4.2 Harrison Regional Tourism Destination Area 173

- 6.4.2.1 Harrison Hot Springs Resort and Waterfront 175
- 6.4.2.2 Harrison Lake Excursion Boat 176
- 6.4.2.3 Hemlock Valley Four-Season Resort 177
- 6.4.2.4 Four-Season Destination Resort Complexes 178

6.4.3 Whistler Provincial Tourism Destination Area 179

- 6.4.3.1 Whistler Four-Season Resort Community 180
- 6.4.3.2 Whistler Access 181
- 6.4.3.3 Corridor Visual Management 183

6.4.4 Pemberton-D'Arcy Outdoor Recreation Area 183

- 6.4.4.1 Pemberton Local/Regional Tourism Service Centre 185
- 6.4.4.2 Anderson Lake Resort/Campground Area 186
- 6.4.4.3 Meager Creek Hot Springs Resort/Heli-Ski Base 187

6.4.5 Harrison-Lillooet Route 188

- 6.4.5.1 Lillooet Lake Campground and Rafting/Trail Terminal 189
- 6.4.5.2 Port Douglas Heritage Attraction/Outfitters Terminal 190
- 6.4.5.3 Duffey Lake Road 191
- 6.4.5.4 Pemberton - Harrison Hot Springs Road 192
- 6.4.5.5 Lillooet Regional Tourism Centre/River Rafting/Trail Terminal 192
- 6.4.5.6 Lillooet Area International Class Alpine Ski/Four-Season Destination Resort Complex 195
- 6.4.5.7 Fraser River Rafting 196

## TABLE OF CONTENTS CONTINUED

Page

6.4.6 Fraser Canyon Area 198

- 6.4.6.1 Fraser Canyon Heritage/Scenic Drive 198
- 6.4.6.2 Historic Yale Visitor Services Centre 198
- 6.4.6.3 Hope Local Tourism Service Centre 199
- 6.4.6.4 West Coast Indian Heritage Village 201
- 6.4.6.5 Stein Valley Outdoor Recreation Area 202
- 6.4.6.6 Mt. Cheam Area All-Terrain Vehicle Park 202

6.4.7 Provincial Parks 203

6.4.8 Discovery Passage-Bute/Toba Inlets Marine Recreation Area 205

- 6.4.8.1 Powell River Local/Regional Tourism Service Centre 207
- 6.4.8.2 Desolation Sound Underwater Marine Park 209
- 6.4.8.3 Bute Inlet Wilderness Lodge/Wilderness Experience School 210
- 6.4.8.4 Powell River-Bute Inlet Boat Excursion 211
- 6.4.8.5 Malaspina Strait-Jervis Inlet Destination Resorts 211

6.4.9 Sunshine Coast Outdoor Recreation Area 212

- 6.4.9.1 Jervis Inlet Small Craft Harbour/Yacht Charter Centre 213
- 6.4.9.2 Gibsons Local Tourism Service Centre 214
- 6.4.9.3 Sechelt Local Tourism Service Centre 215

6.4.10 Howe Sound Marine Recreation Area 216

- 6.4.10.1 Britannia Beach Mining Museum Theme Park Attraction 218
- 6.4.10.2 Squamish Local/Regional Tourism Service Centre 219

TABLE OF CONTENTS CONTINUED

Page

6.4.11 Travel Corridors 221

6.4.11.1 Provincial and Regional Travel Corridors 222

6.4.11.2 Provincial and Marine Scenic Drives 224

6.4.11.3 Marine Corridors 224

6.4.11.4 Backcountry Routes 225

6.4.11.5 Mass Mode Transportation 225

6.4.11.6 Air Travel 226

6.5 Summary of Key Development Proposals 227

## APPENDICES

| Appendix | | Page |
|---|---|---|
| 1. | Technical Terms and Definitions | A1 |
| 2. | Tourism Events and Attractions | A10 |
| 3. | Evaluation Matrix - Criteria for Ranking | A51 |
| 4. | Regional and Local Policy Statements | A52 |

## LIST OF FIGURES

| Figure No. | | Following Page |
|---|---|---|
| 1. | Landscape Inventory Matrix | 39 |
| 2. | Evaluation Matrix | 96 |
| 3. | Tourism Resource/Market Opportunity Matrix | 108 |
| 4. | Regional Development Strategy | 141 |

## LIST OF DRAWINGS

| Drawing | | Following Page |
|---|---|---|
| 1. | Regional Setting | 2 |
| 2. | Landscape/Planning Units | 40 |
| 3. | Accommodation | 60 |
| 4. | Provincial Strategy and Regional Application | 140 |
| 5. | Development Plan | 158 |

# LIST OF TABLES

Table No. Page

1. Season Length for Selected Centres: Summer Season 20
2. Season Length for Selected Centres: Winter Season 21
3. 1980 Southwestern British Columbia Provincial Park Inventory 51
4. 1980 Southwestern British Columbia Marine Parks 53
5. Tourist Accommodation By Type: Southwestern British Columbia Tourism Region, 1971 - 1979 61
6. Accommodation by Area, 1979 62
7. Tourism Service Centres: Southwestern British Columbia Tourism Region 73
8. Regional Demographic Characteristics 77
9. Employment by Economic Activity 79
10. Summary Evaluation of Highest Ranked Landscape/Planning Units and Travel Corridors by Key Resources 98
11. Summary of Specialty Market Development Opportunities: Southwestern British Columbia Region 109
12. Market Forecast: Southwestern British Columbia Tourism Region (Person Trips (000)) 111
13. Traveller Characteristics: Southwestern British Columbia Tourism Region 114
14. Trip Characteristics: Southwestern British Columbia Tourism Region 115
15. Hierarchy of Development 156

# 1.0 SOUTHWESTERN BRITISH COLUMBIA REGIONAL TOURISM PLAN

## 1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, nine regional tourism plans, of which the Southwestern British Columbia Tourism Region is one, have been prepared under the terms of the Canada - British Columbia Travel Industry Development Subsidiary Agreement. The purpose of this document is to examine and assess tourism opportunities in the southwest of the province, which includes the Lower Mainland, Sunshine Coast, Squamish-Lillooet and the Fraser Canyon areas. In the preparation of this document, it is recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental implications, and the needs of the travelling public. This Southwestern British Columbia Tourism Development Plan is part of that process and has been prepared in accordance with the British Columbia Tourism Development Strategy.[1]

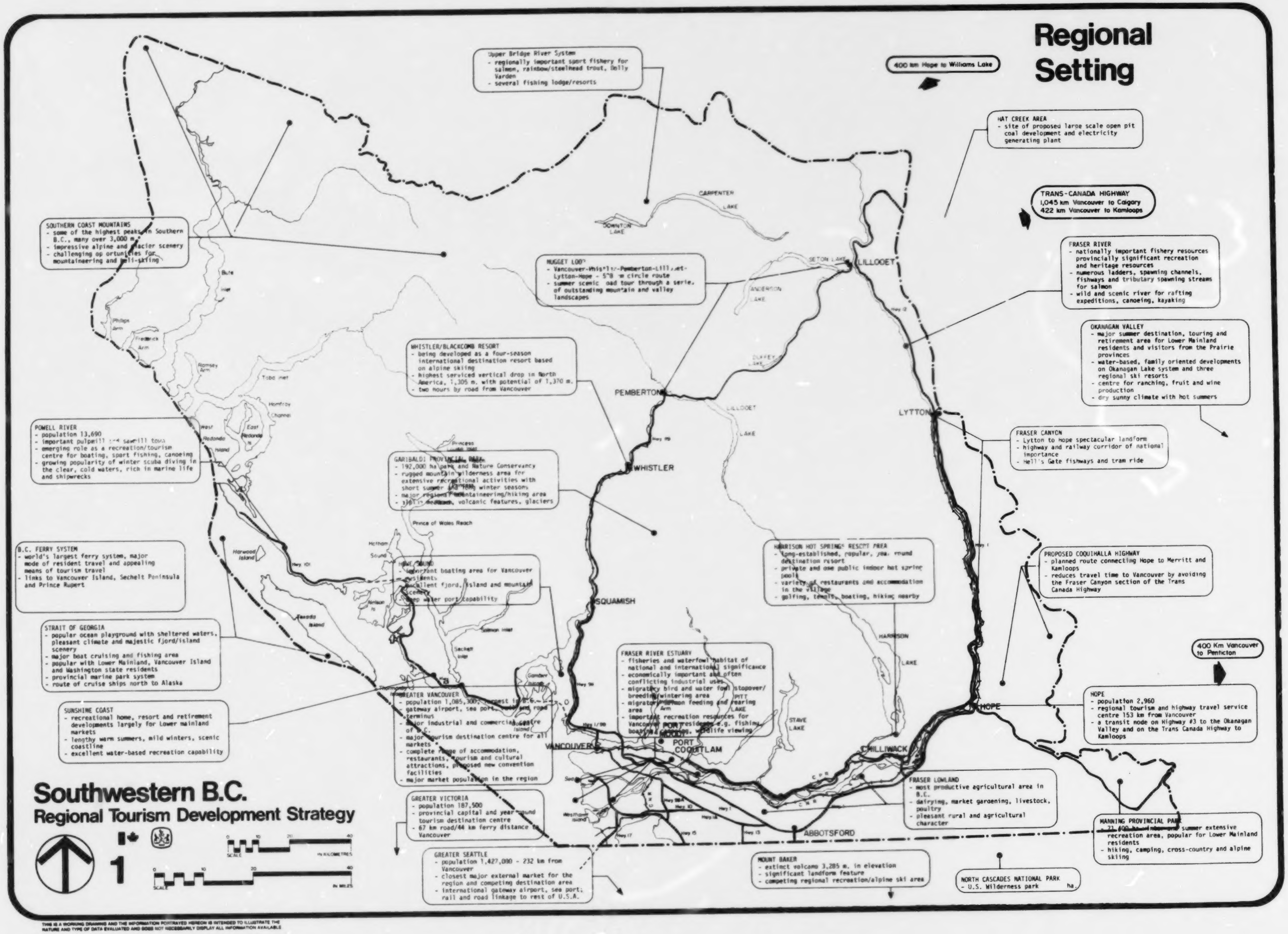
## 1.2 Regional Setting

The Southwestern British Columbia Tourism Region, an area of approximately 55,000 square kilometres,[2] is located in the south-western part of the mainland of British Columbia (Drawing 1). The area is defined by the Canada-United States border (Washington) on the south, the western and southeastern boundaries of the Lower Mainland Resource Management Region (including the Strait of Georgia to the west), the northern boundary of the Squamish-Lillooet Regional District and the crest line of the Cascade Mountains north to the Clear Range.[3] In essence, the area includes all of the Lower Mainland Resource Management Region modified in the northeast to include all of the Fraser River Canyon area. The boundaries of the Region are based on the British Columbia Tourism Development Strategy[1)] prepared in 1979.

With just under 6% of the province's area, more than 1,320,000 persons or 53% of the total provincial population (1976 Census) is found within the study area. Greater Vancouver, with a 1976 population of 1,085,242, is the major tourism service centre, international gateway and the province's prime internal destination area. With respect to the dispersed character of much of the remaining urban areas of the Region, Powell River, Sechelt, Squamish, Chilliwack and Hope are also important tourist service centres while Harrison Hot Springs, Whistler and most of the Sunshine Coast are other key destination areas. Aside from the Region's population which itself constitutes a very large market, the closest major markets are greater Seattle (1979 - 1,427,000) and greater Victoria (1976 - 187,500). Other major southern British Columbia centres are Nanaimo, Kelowna and Kamloops which are secondary markets; the remainder of the southern part of the province and the State of Washington have relatively sparse populations. However, as the major gateway for British Columbia, the area's total markets are, in effect, much larger as they include much of Canada and the United States, Europe and Asia.

The Southwestern British Columbia Tourism Region contains extremely rugged terrain comprised of mountains, some of which are indented by fjords along with gently rolling and even flat landscapes in the valley and delta areas of the Fraser River. The snow topped Pacific Ranges of the Southern Coast Mountains dominate in the west and north, while the more rounded Cascade Mountains define the eastern extreme of the Region. The Strait of Georgia with its myriad of large and small indentations and island groupings provides the setting for water-based recreation and in combination with the several areas of the Fraser River and the Region's mountains, makes transportation throughout the Region relatively

# Regional Setting


400 km Hope to Williams Lake
TRANS-CANADA HIGHWAY
1,045 km Vancouver to Calgary
422 km Vancouver to Kamloops
400 Km Vancouver to Penticton
CARPENTER LAKE
DOWNTON LAKE
SETON LAKE
LILLOOET
ANDERSON LAKE
DUFFEY LAKE
Hwy 12
PEMBERTON
LILLOOET LAKE
Hwy 99
WHISTLER
LYTTON
Hwy 1
Bute Inlet
Phillips Arm
Frederick Arm
Ramsey Arm
Toba Inlet
Homfray Channel
West Redonda Island
East Redonda Is
Princess Louisa Inlet
Prince of Wales Reach
Hotham Sound
Harwood Island
Hwy 101
Nelson Is
Texada Island
Salmon Inlet
Sechelt Inlet
Thormanby Islands
Gambier Island
Bowen Island
Hwy 99
Hwy 1/99
SQUAMISH
VANCOUVER
PORT MOODY
PORT COQUITLAM
Arm
PITT LAKE
STAVE LAKE
HARRISON LAKE
CHILLIWACK
HOPE
C P R
C N R
Westham Island
Hwy 99A
Hwy 10
Hwy 1
Hwy 17
Hwy 15
Hwy 13
ABBOTSFORD
0
10
20
40
SCALE
IN KILOMETRES
IN MILES

Upper Bridge River System
- regionally important sport fishery for salmon, rainbow/steelhead trout, Dolly Varden
- several fishing lodge/resorts

HAT CREEK AREA
- site of proposed large scale open pit coal development and electricity generating plant

SOUTHERN COAST MOUNTAINS
- some of the highest peaks in Southern B.C., many over 3,000 m.
- impressive alpine and glacier scenery
- challenging opportunities for mountaineering and heli-skiing

NUGGET LOOP
- Vancouver-Whistler-Pemberton-Lillooet-Lytton-Hope - 5[illegible] km circle route
- summer scenic road tour through a series of outstanding mountain and valley landscapes

FRASER RIVER
- nationally important fishery resources provincially significant recreation and heritage resources
- numerous ladders, spawning channels, fishways and tributary spawning streams for salmon
- wild and scenic river for rafting expeditions, canoeing, kayaking

WHISTLER/BLACKCOMB RESORT
- being developed as a four-season international destination resort based on alpine skiing
- highest serviced vertical drop in North America, 1,305 m. with potential of 1,370 m.
- two hours by road from Vancouver

OKANAGAN VALLEY
- major summer destination, touring and retirement area for Lower Mainland residents and visitors from the Prairie provinces
- water-based, family oriented developments on Okanagan Lake system and three regional ski resorts
- centre for ranching, fruit and wine production
- dry sunny climate with hot summers

POWELL RIVER
- population 13,690
- important pulpmill and sawmill town
- emerging role as a recreation/tourism centre for boating, sport fishing, canoeing
- growing popularity of winter scuba diving in the clear, cold waters, rich in marine life and shipwrecks

GARIBALDI PROVINCIAL PARK
- 192,000 ha park and Nature Conservancy
- rugged mountain wilderness area for extensive recreational activities with short summer and long winter seasons
- major regional mountaineering/hiking area
- [illegible] meadows, volcanic features, glaciers

FRASER CANYON
- Lytton to Hope spectacular landform
- highway and railway corridor of national importance
- Hell's Gate fishways and tram ride

B.C. FERRY SYSTEM
- world's largest ferry system, major mode of resident travel and appealing means of tourism travel
- links to Vancouver Island, Sechelt Peninsula and Prince Rupert

HOWE SOUND
- important boating area for Vancouver residents
- excellent fjord, island and mountain scenery
- deep water port capability

HARRISON HOT SPRINGS RESORT AREA
- long-established, popular, year round destination resort
- private and one public indoor hot spring pools
- variety of restaurants and accommodation in the village
- golfing, tennis, boating, hiking nearby

PROPOSED COQUIHALLA HIGHWAY
- planned route connecting Hope to Merritt and Kamloops
- reduces travel time to Vancouver by avoiding the Fraser Canyon section of the Trans Canada Highway

STRAIT OF GEORGIA
- popular ocean playground with sheltered waters, pleasant climate and majestic fjord/island scenery
- major boat cruising and fishing area
- popular with Lower Mainland, Vancouver Island and Washington state residents
- provincial marine park system
- route of cruise ships north to Alaska

FRASER RIVER ESTUARY
- fisheries and waterfowl habitat of national and international significance
- economically important and often conflicting industrial uses
- migratory bird and water fowl stopover/breeding/wintering area
- migratory salmon feeding and rearing area
- important recreation resources for Vancouver area residents e.g. fishing, boating, canoeing, wildlife viewing

HOPE
- population 2,960
- regional tourism and highway travel service centre 153 km from Vancouver
- a transit node on Highway #3 to the Okanagan Valley and on the Trans Canada Highway to Kamloops

SUNSHINE COAST
- recreational home, resort and retirement developments largely for Lower mainland markets
- lengthy warm summers, mild winters, scenic coastline
- excellent water-based recreation capability

GREATER VANCOUVER
- population 1,085,300, largest in B.C.
- gateway airport, sea port, rail and road terminus
- major industrial and commercial centre of B.C.
- major tourism destination centre for all markets
- complete range of accommodation, restaurants, tourism and cultural attractions, proposed new convention facilities
- major market population in the region

FRASER LOWLAND
- most productive agricultural area in B.C.
- dairying, market gardening, livestock, poultry
- pleasant rural and agricultural character

GREATER VICTORIA
- population 187,500
- provincial capital and year round tourism destination centre
- 67 km road/44 km ferry distance to Vancouver

MANNING PROVINCIAL PARK
- 71,400 ha winter and summer extensive recreation area, popular for Lower Mainland residents
- hiking, camping, cross-country and alpine skiing

GREATER SEATTLE
- population 1,427,000 - 232 km from Vancouver
- closest major external market for the region and competing destination area
- international gateway airport, sea port; rail and road linkage to rest of U.S.A.

MOUNT BAKER
- extinct volcano 3,285 m. in elevation
- significant landform feature
- competing regional recreation/alpine ski area

NORTH CASCADES NATIONAL PARK
- U.S. Wilderness park ha.

## Southwestern B.C.
## Regional Tourism Development Strategy

1

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

difficult. Access to the Region, however, is good with an international airport in Vancouver, the VIA Rail passenger service from Calgary and Edmonton, and United States automobile entry points at Blaine, Washington and several other points. The main travel route within the Region is the Trans-Canada Highway which currently necessitates travel along the rim of the Fraser Canyon, a scenic road but occasionally closed due to rock slides. Part of the Region, namely from Greater Vancouver to the Sunshine Coast is only linked by ferry, while a second ferry is required to reach Powell River. Backcountry routes outside of the agricultural road network in the Fraser lowlands are few, with the route to Whistler and north to Pemberton still reflecting its logging road ancestry.

The main economic activities in the Region are commerce and service trades; port services; manufacturing; forestry; agriculture, especially dairy and market gardening; fishing; and tourism. Tourism is very important in the Sunshine Coast and Harrison Hot Springs areas but has unaccounted for value in greater Vancouver; tourism is intended to be developed as the economic mainstay of the Whistler area.

Drawing No.1 identifies a number of activities, attractions and other factors affecting the tourism potential of the Region. It should be noted that the Southwestern British Columbia Tourism Region currently is the major destination area within British Columbia and is the starting point for most travel into other regions including Vancouver Island. To the south is greater Seattle, itself a major destination centre for residents of this Region as well as a North American destination within the Pacific Northwest. Also to the south is the North Cascade National Park and nearby Mount Baker; because of its close proximity to Vancouver, recreation developments near Mount Baker primarily serve British Columbia residents. To the east is the Okanagan, a major summer destination area for the Lower Mainland and prairie residents - and a growing winter destination. To the north is the Cariboo/Chilcotin, a cattle ranching region. The Southern Coast Mountains and the Strait of Georgia generally comprise the remainder of the Region and provide a strong marine recreation experience. The Region is well known for its saltwater sport fishing and scenic boat cruising areas in the coastal waters, and for its backcountry recreation areas, all within close proximity to major urban centres. Greater Vancouver is also the major cultural centre in the province while the Region also contains several alpine and cross-country ski areas, among them Whistler with the highest vertical drop in North America. Of importance to tourism within the Region are the Sunshine Coast area from Gibson to Sechelt - an established vacation area, the evolving Whistler four-season vacation centre and the resort development based on the Harrison Hot Springs. Also contained within the area is a considerable length of the Fraser River including the canyon, lowland and delta sections, numerous parks for both intensive and wilderness experiences, mountain vistas and significant waterfowl populations. In addition, much of the populated part of the Region has a mild climate year round.

## 1.3 Current Tourism Development

Along with forestry and agriculture, tourism has long been one of the major industries in southwestern British Columbia. The City of Vancouver is the major gateway to the province and is also a major draw with its scenic surroundings, parks and cultural resources. Vancouver has an international airport, as well as cruise ship facilities. Tourism is less well developed in the Lower Mainland towns just outside the central city area such as New Westminster, Mission, Coquitlam and Langley, which are primarily residential and agricultural. Coquitlam is not seen as a tourism attraction centre and most amenities were built with the local residents in mind. The town is primarily a residential area and while residents feel the area has potential, it is undeveloped as yet. Towns like Mission and Langley also have some attractions, notably Fort Langley, but tourism, at present, is not overly developed.

North of Vancouver is the Squamish-Whistler-Pemberton corridor which offers a wide range of outdoor recreation opportunities. The primary industries are forestry, agriculture and mining. The area is now being opened up to tourism and is affected by a number of new developments: the eventual opening of the Duffey Lake road, the possible development of an airport at Pemberton, and the development of Whistler as a major international resort. Many residents feel that existing facilities are not sufficient to keep tourists in this area. Situated between Squamish and Pemberton, Whistler depends totally on tourism and is aiming to become a year-round world class destination resort and a permanent community. A priority at Whistler is the development of a master parks and recreation plan.

East of Vancouver, in the Upper Fraser Valley, is located Chilliwack. Agriculture is the area's primary industry and much of the land is designated Agricultural Land Reserve. Because of this designation and flood plain restrictions, there is little industrialization in Chilliwack. The town has an airport (which some feel is under-used) and also a high number of retirees, primarily from the Prairies who are attracted by the mild climate. Access to the area is good and some residents suggest that agriculture could be a drawing card to attract tourists, especially in the off season.

Further east is Hope, also in the Fraser Valley. The town is at a junction of two highways and tourism is a major industry, along with forestry. Many residents fear the town will be bypassed in the future by the Coquihalla Highway, and would like to see the development of a major attraction to lure tourists off the highway. In nearby Harrison Hot Springs, tourism is the main industry; here it is felt by many that the town can become a major tourist destination. North of Hope is the town of Yale. Tourism is fairly well developed because of the town's location in the Fraser Canyon. Further north is the town of Lillooet, which residents feel has unlimited potential. Access is fairly good (via road and rail, with an airport planned) but facilities will have to be expanded to meet future demand.

Northwest of Vancouver along Georgia Strait are the Sunshine Coast and Powell River units. They have excellent scenery and marine recreation potential. Powell River's economy is mill based and therefore fairly narrow. Tourism is growing and the Powell River area is becoming known as the winter diving capital of Canada. Beach Garden Resort has actively promoted scuba diving and has now gone from a four to twelve-month-a-year resort. Nearby Texada Island contains natural amenities to attract tourists (beaches, fishing and trails) but few tourist related facilities. Residents have indicated that a campground four times the size of the present one could probably be filled. An economic survey in the Sunshine Coast unit which is giving priority attention to the tourism industry in that area has recently been completed.

## 1.4 Study Approach

Development of the Southwestern British Columbia Regional Tourism Plan was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy. The work has been carried out under the Canada-British Columbia Travel Industry Development Subsidiary Agreement (October 1978) and the guidance of an Inter-Governmental Management Committee.

The regional plan recognizes the need for integrated resource management to enhance tourism development and has been prepared in the context of planning currently being undertaken by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans, and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups or chambers of commerce were invited to present their ideas on the future of tourism within the Region. This process added further insight into opportunities and the social capability of the area to sustain more tourism activities.

In terms of methodology, the plan relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels as well as new data developed through special studies carried out under the TIDSA program. These data sources have been augmented by field investigations, map and aerial photo interpretation as well as interviews and contacts with private and public agencies involved in tourism. However, no original user surveys or biophysical data collection was carried out for this study, although the most recent visitor data4) and results5) of local consultation were also considered. Further, the contents of the federal-provincial studies on the Fraser and Squamish River Estuaries and the ELUC Howe Sound Study have also been utilized. All available regional district plans and special studies (recreation and economic) as well as selected local plans have been consulted.

An inventory and analysis was undertaken of the natural, physical, human and historical resources of the area to determine existing and potential opportunities for development. Visitor profiles were prepared for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historical resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and the shortfall or over-supply of local and regional opportunities in specific destination areas and along major transportation corridors.

The final chapters of the report outline the proposed conceptual plan for the Southwestern British Columbia Tourism Region and its relationship to the Provincial Strategy. In the development of the regional plan, a hierarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis. To assist in the assessment of the plans, a general economic appraisal of the plan has been completed.

FOOTNOTES:

1. This regional tourism plan has been prepared by Marshall Macklin Monaghan Ltd., Stevenson & Kellogg and L.J. D'Amore and Associates.

2. The planning area is based on the addition of the following regional districts: Powell River, Squamish - Lillooet, Greater Vancouver, Sunshine Coast, Dewdney-Allouette, Fraser-Cheam, Central Fraser Valley and Electoral area J of Comox-Strathcona and half of Electoral area E of Thompson-Nicola; the total area has been rounded to the nearest 1,000 sq. km. Statistics Relating to Regional and Municipal Governments in British Columbia, June 1979, Ministry of Municipal Affairs.

3. With regard to the TIDSA program, it is noted that only these areas outside the Lower Mainland (from Harrison Hot Springs west to Vancouver) were eligible to be considered for funding assistance.

4. Visitor Survey 1979, compiled by British Columbia Research for the Ministry of Tourism.

5. Area meetings were held in Hope, Powell River and Vancouver representing 77 organizations; 53 written submissions also were received.

# 2.0 SOUTHWESTERN BRITISH COLUMBIA REGIONAL TOURISM RESOURCES

## 2.1 Approach

This chapter is concerned with describing and evaluating the natural, physical, human and historical resources of the Southwestern British Columbia Tourism Region. For the purposes of a regional tourism strategy, it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made regarding their future development in light of their carrying capacity (social as well as biophysical), market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the Region while highlighting the major existing and potential tourism/recreational resources and features. After introducing the methodology utilized in the resource analysis, the chapter continues with a description and evaluation of the significant natural, human, historical resources and the tourism infrastructure and concludes with a summary and assessment of the existing and potential tourism opportunities within the Region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape unit basis. For the purposes of this tourism strategy, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources.

Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services and recreational facilities. The lifestyles, crafts, popular events, sports and customs of the people of the province make up the human resources. Historical resources are those structures, artifacts and activities or events that took place in the past of historical or archaeological significance. These were the four major categories in the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1) Identification of landscape/planning units within the Region based on physiography, landscape character, water features and visual unity;
2) Inventory and analysis of all major tourism resources (natural, physical, human and historical);
3) Written descriptions or graphic presentations of all tourism resources, features and attractions; and
4) Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational development.

In order to develop an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into geographical descriptions of major landform units, climate and vegetation. These divisions are discussed under each category and are included in the Evaluation Matrix at the end of the chapter. This matrix lists vertically the tourism and recreation attractions and horizontally the landscape/planning units and existing transportation corridors. Through this matrix a summary is made of the relative abundance and quality of various aspects of the natural, physical, human and historical resources within the various landscape units, each of which occupies a distinct part of the Region. A comparison based on the evaluation of resources can be made among the landscape units.

## 2.2 Natural Resources

### 2.2.1 Introduction

The natural resources of the Region are the essential elements and form the basis of planning considerations that define type, location and scale of most tourism developments and activities. In this chapter, various components of the natural resource base, which include physiographic landforms, water features, climate, vegetation, fish and wildlife, will be discussed in broad terms. This information was gathered from various sources such as personal and phone interviews, government publications, consultant's reports and field investigations. Throughout the discussion the importance of the resource components to existing and future tourism and recreation development are highlighted.

The section concludes with a Landscape Inventory Matrix (Figure 1). The Region was divided into 16 landscape/planning units that reflect landform character, water features, visual unity and tourism activity potential (Drawing No.2). The landscape/planning units are identified along the vertical axis of the matrix and the various characteristics and features of importance to tourism/recreation planning are listed along the horizontal axis. The presence of each characteristic, feature or condition are then indicated as a major, secondary or minor occurence within each landscape/planning unit.

Those units with a large number and variety of features can be easily discerned by the relative frequency of the symbols in the vertical column.

### 2.2.2 Geographical Description of Major Landform Units

Although the Southwestern British Columbia Tourism Region contains parts of only three major landform units, there is a tremendous variety of scenic landforms, vegetation associations and water features with excellent tourism appeal (Drawing No.2). The three coastal landscape/planning units and the Fraser Lowland unit contain part of the Strait of Georgia Coastal Trough landform and the fjords and mountains of the westernmost edge of the Southern Coast Mountains. The 10 landscape/planning units at the centre and north of the Region are part of the Pacific Ranges of the Southern Coast Mountains landform and the two units of the southeast corner are part of the Cascade Mountains landform.

The three coastal landscape/planning units, Bute/Toba Inlet, Powell River/Jervis Inlet and Sunshine Coast, extending from Bute Inlet in the north to Queen Charlotte Channel in the south, are part of the severely indented fjord coast of the province. A narrow strip of coastal lowland, generally below the 610 m contour, extends inland for three to 16 km and includes many offshore islands. In many places the land has been smoothed by erosional processes into gentle slopes with a thin mantle of soil and many smooth rock exposures. The remaining local relief consists of stream valleys and monadnocks (rounded residual hills) up to 900 m elevation on Redonda and Texada Islands and the Sechelt and Malaspina Peninsulas, which provide pleasant hiking terrain and a scenic background for boaters.

The inland section of the three units has been gouged along geological linements by valley glaciers that carved out fjords which now penetrate deep into the Coast Ranges. Bute Inlet is 80 km in length, Jervis Inlet is 90 km long and Toba Inlet extends inland for a distance of 75 km, each with several lengthy arms; there are virtually hundreds of smaller fjords along this section of the coast, e.g. Phillips Arm, Ramsay Arm, Salmon Inlet. The fjords and the backdrop of snow-capped mountain ranges and peaks provide some of the most impressive scenery in the province.

The fjords vary from one km to three km in width and have steep, glaciated sides that rise from the waters edge in long, unbroken slopes to summits at 1,830 to 2,440 metres (6,000 to 8,000 feet). High waterfalls, long bare rock slopes and snowcapped mountains as previously noted provide majestic scenery. This part of the coast is not dominated by the persistent cloud cover to the same degree as is the case further to the north and much of western Vancouver Island and thus constitutes part of the "ocean playground" of the Strait of Georgia.

The Fraser Lowland landscape/planning unit includes the Lower Fraser Valley and the Fraser delta. It is a distinct landscape as the wide, flat valleys separated by low hills which characterize the unit are sharply delineated by the mountains to the north and east which rise abruptly from the plain. The broad expanse of flat land and fertile soils, generally an uncommon occurrence in the province, has become a major agricultural area of British Columbia. The sprawling City of Vancouver, the province's principal urban, commercial and industrial centre, is situated here as well.

The Southern Coast Mountain ranges comprise the majority of the Region. Drainage is controlled by geological faults or linements and most primary rivers, including the Homathko, Southgate, Toba, Squamish and Lillooet Rivers, have cut major, low-level valleys through the mountains, dividing them into blocks. The landscape/ planning units are delineated based on the mountain ranges and valley systems.

The northern part of the Pacific Ranges contain some of the highest peaks in the Coast Mountains, such as Mount Waddington - 4,016 m, Mount Grenville and Mount Gilbert - 3,109 m. The unit is largely inaccessible and serves as a hinterland for extensive recreation activities. Summit elevations decrease to the south, e.g. Mount Garibaldi - 2,678 m, Mount Judge Howay - 2,254 m, and Mount Seymour - 1,459 m, as the edge of the mountain mass is approached.

Many of the mountains are glacier-capped, e.g. the Homathko Snowfield, the Compton Neve; the icefields of Mount Dalgleish and Mount Callaghan are the largest with numerous smaller ones, several being located in Garibaldi Provincial Park. These glaciers are only remnants of their former size and continue to recede, but they are still impressive and interesting tourism features for nature interpretation and for ski developments, e.g. Whistler and Blackcomb Mountains.

The Whistler/Garibaldi Park landscape unit is a popular tourism area for regional residents and tourists alike. A major international ski resort is in the process of being developed on Mounts Garibaldi and Blackcomb. Garibaldi Park is a favourite extensive recreation area (hiking, camping, mountain climbing, cross-country skiing, ski touring) for Lower Mainland residents and the Lower Cheakamus River provides excellent kayaking as does the Green River.

The Vancouver Ranges unit is a popular day use outdoor recreation area made accessible by logging roads. Water-based activities occur at Pitt, Alouette and Stave Lakes and along the rivers that link them to the Fraser. There are several hiking trails in this area as well. The Harrison Lake unit is popular for boating and water skiing even though the water remains cold in summer. The Harrison Hot Spring Resort is the major commercial tourism operation in the unit although considerable camping and backcountry use occur around the lake, made accessible by logging operations. The Chehalis River also provides challenging white water canoeing/

kayaking in a scenic natural setting. Directly to the north, the Lillooet Lake unit provides an excellent scenic and historic back-country route with many stretches of white water along the 65 km of the Lillooet River.

The Pemberton Valley/Cayoosh Ranges and Dickson Range/Carpenter Lake units are accessible by automobile and very scenic with rugged mountain terrain and water-based tourism capability. They receive some limited recreational use from local residents but their potential as year round outdoor activity areas is considerable, taking into account the rivers and lakes, the hot springs, the sport fishery, the excellent cold and warm weather seasons, the scenery and the wildlife viewing possibilities. The Stein Ranges unit is very mountainous (several peaks over 2,000 m) being virtually roadless and contains the last unlogged watershed (as of this writing) within 160 km of Vancouver. The terrain and transitional vegetation make it an excellent area for wilderness recreation (backpacking, white water canoeing/kayaking, trail riding) and wildlife viewing. The Lillooet/Fraser Valley and the Fraser Canyon units have, as the major attraction, the wild and scenic Fraser River for white water canoeing and rafting and the surrounding rugged backcountry for hiking and trail riding. The river runs along a major fault line which separates the Coast Mountains from the Cascade Mountains. In its flow through the surrounding mountains it is confined in a canyon which, south of Lillooet and between North Bend and Yale, is narrow, steep-sided and gorge-like in profile. In these sections, rocky slopes rise from the river level to summits of 2,130 m. A striking scenic feature of the valley below Lytton are hanging tributaries that enter the river at steep gradients through rock gorges or by a succession of cascades.

There are many activities and features to observe in the valley. Below Lytton, it is an important transportation corridor with the Trans-Canada Highway and the Canadian National and Canadian Pacific main rail lines clinging to the edge of the canyon. Logs cut in the interior are sent down the river to sawmills at Lillooet and Boston Bar. Hells Gate, a constriction along the canyon, is a popular tourist attraction with a tram down to the canyon floor allowing for closer observation of the roily, turbulent waters and the fish ladders constructed to permit passage of migrating salmon. There are sites of historical significance (Boston Bar, Yale) as well as remnants of the Cariboo wagon road constructed during the 1860s gold rush, still visible on the western side of the canyon.

The two southeastern landscape units, the Skagit and Cascade Ranges, part of the Cascade Mountains landform, are rugged and scenic areas and have long been favourite outdoor recreation areas for Lower Mainland residents, e.g. Manning Park, the Skagit Valley, Chilliwack River (with a complete range of white water classes) and the Coquihalla Valley. Activities include fishing, camping, hiking, backpacking, climbing, canoeing/kayaking, cross-country skiing, and alpine skiing in Manning Park.

### 2.2.3 General Climatic Characteristics

The four units along the coast, part of the Pacific Ranges unit, the Vancouver Ranges unit and the Harrison Lake unit, are all within the Marine West Coast climatic zone with mild wet winters and warm moist summers. Annual rainfall is about 150 to 250 cm and cloud and fog are common occurrences, especially in winter. The high rainfall is caused by the orographic effect of the moist westerly winds being forced up over the Coast Mountains and depositing the moisture as the air is cooled. This climatic condition affects most of the weather of the Region. July mean daily temperatures are only 14° to 16°C and January mean temperatures range from 0° to -10°C depending on altitude. Air and road travel is often constrained during the winter months due to varying combinations of fog, heavy rain or heavy snow. The areas of low elevation closest to the ocean, e.g. the Fraser Delta, the Sunshine Coast unit and the Powell River/Texada Island area receive lower rainfall (75 to 100 cm) and a greater percentage of bright sunny days than high elevation areas further inland. July mean daily temperatures range from 16° to 18°C and winter temperatures are above freezing. This climate is the main factor in the development of the "ocean playground" of the Strait of Georgia.

The intermediate and high elevations (over 1,250 m) of the Coast Mountains and Cascade Mountains are in the humid continental climatic zone with cold snowy winters and cool short summers. Total precipitation is 250 to 350 cm with some areas over 350 cm, e.g. most of the Pacific Range units, the Vancouver Ranges and the Whistler/Garibaldi Park units. Much of the precipitation falls as snow during the winter when snowfalls can occur on as many as half of the days of the month. Due to the high humidity of the air masses coming off the Pacific, the snow is often very wet and frequently mixed with rain. This causes some unreliability of the snow cover for alpine skiing as has happened repeatedly at Whistler over the past several years.

The elevations over 2,400 m which commonly occur in the Pacific Ranges landscape/planning unit have an alpine climate with cold snowy winters and brief cool summers. There are numerous permanent glaciers present as well. The Whistler/Garibaldi Park, Stein Ranges, Pemberton/Cayoosh Ranges and Dickson Range/Carpenter Lake units also have some notable areas of alpine climate.

Eastward of, and including the Lillooet River/Lillooet Lake lineament and adjoining valleys, a rainshadow effect occurs and the climate at low and middle elevations is warmer, more sunny and drier than the surrounding highlands and mountains. These conditions provide excellent weather for land and water-based activities. Annual precipitation averages about 100 cm and July daily mean temperatures are about 18°C. Winter temperatures are cold, but not bitter, January daily means range from 0° to -10°C, depending on elevation, with an adequate snow cover for winter activities.

The Fraser Canyon and Lillooet/Fraser Valley units are in the Southern Interior Continental Zone with humid continental characteristics (cold snowy winters, cool dry summers) at high elevations and dry continental characteristics at lower elevations. Precipitation in the Upper Fraser Valley decreases from south to north with Hope receiving 100 to 150 cm per year, Lytton 40 to 50 cm and Lillooet 30 to 40 cm per year. Winter temperatures are mild: January daily means of 0° to -5°C. Summer temperatures are hot: July daily means of 18° to 20°C at Hope, increasing to 20° to 22°C at Lytton and Lillooet. This warm dry climate is well suited to a broad range of outdoor tourism activities.

In summary, the Region has several areas with good summer and shoulder season tourism climates, e.g. Powell River, Sunshine Coast, Lillooet and Pemberton Valleys and the Upper Fraser Valley and Canyon units. The winter recreation climate in and around the settled areas of the Region is sporadically constrainted by unreliable snow cover due to mild temperatures, but generally conditions at higher elevations vary from adequate to good. The following tables illustrate the important season lengths of representative climatic stations throughout the Region.

### 2.2.4 Vegetation

Because of the great variability in terrain, climate, aspect, slope and elevation, vegetation patterns are very complex throughout the Region. Eight of the nine major vegetation zones that occur in the southern part of the province are present in the Region and transitions between the zones are almost as prevalent. There are eight ecological reserves totalling 7,209.4 ha which have been established in the Region to protect unique vegetation association zones. The rapid change in vegetation cover, and thus in landscape character, has considerable tourism appeal. In an automobile drive of less than four hours from Vancouver to Lytton one can pass through, or view, six of the nine zones.

## TABLE 1

### SEASON LENGTHS FOR SELECTED CENTRES

### SUMMER SEASON

| Location | Summer Begins | High Summer Begins | High Summer Ends | Summer Ends | Season Duration | |
|---|---|---|---|---|---|---|
| | | | | | Summer | High Summer |
| Alta Lake (Whistler) | May 3 | June 29 | Sept. 16 | Oct. 2 | 153 | 80 |
| Bralorne | May 2 | June 20 | Sept. 14 | Oct. 7 | 159 | 87 |
| Chilliwack | Apr. 6 | May 15 | Sept. 29 | Oct. 18 | 196 | 138 |
| Lytton | Apr. 3 | May 2 | Oct. 4 | Oct. 16 | 197 | 156 |
| Pemberton Meadows | Apr. 11 | May 3 | Sept. 27 | Oct. 3 | 176 | 148 |
| Powell River | May 2 | May 20 | Sept. 17 | Oct. 7 | 159 | 121 |
| Squamish | Apr. 6 | June 28 | Sept. 15 | Oct. 11 | 189 | 80 |
| Vancouver | May 3 | June 10 | Sept. 18 | Oct. 4 | 155 | 101 |
| | (daily average max. temp. first exceeds 18°C) | (daily average max. temp. continuously above 18°C) | | (daily average max. temp. falls below 18°C for last time) | | |

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennett, Resource Analysis Branch, Ministry of the Environment, Victoria, 1977.

## TABLE 2

### SEASON LENGTHS FOR SELECTED CENTRES
### WINTER SEASON

| Location | Winter Begins | Deep Winter Begins | Deep Winter Ends | Winter Ends | Season Duration | |
|---|---|---|---|---|---|---|
| | | | | | Winter | Deep Winter |
| Alta Lake (Whistler) | Nov. 5 | Nov. 26 | Mar. 7 | Mar. 31 | 147 | 102 |
| Bralorne | Oct. 21 | Nov. 11 | Mar. 15 | Apr. 7 | 169 | 125 |
| Chilliwack | Dec. 4 | * | * | Mar. 5 | 92 | * |
| Lytton | Nov. 12 | Dec. 14 | Feb. 2 | Mar. 11 | 120 | 51 |
| Pemberton Meadows | Nov. 5 | Dec. 2 | Feb. 25 | Mar. 18 | 134 | 86 |
| Powell River | Dec. 29 | * | * | Jan. 31 | 34 | * |
| Squamish | Dec. 10 | * | * | Mar. 3 | 84 | * |
| Vancouver | Dec. 27 | * | * | Jan. 29 | 34 | * |
| | (daily average of mean temp. first falls below 0°C) | (daily average of mean temp. continuously below 0°C) | | (daily average of mean temp. below 0°C for last time) | | |

(*season does not occur.)

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennett, Resource Analysis Branch, Ministry of the Environment, Victoria, 1977.

The Coastal Douglas-Fir Zone (CDF) is found from sea level to the 150 m elevation in the Fraser Lowland, Sunshine Coast and Powell River/Jervis Inlet units including Texada and Redonda Islands. Douglas-fir is the main species with western red cedar, western hemlock and Grand fir also common. Salal often dominates the shrub layer, which can make backcountry travel exceedingly difficult. The lush growth in the remaining cathedral-like forests (most forests in this part of the Region have been logged) has great tourism appeal and interpretive potential.

The next vegetation community found in the vertical sequence that typifies mountainous areas is the Coastal Western Hemlock Zone (CWH). This is the wettest and most productive forest zone of the province and ranges in elevation from 150 m to 900 m on windward slopes and up to 1,050 m on leeward slopes. The high timber volume forests are subject to heavy logging pressures which have created unsightly visual impacts and problems for fish, wildlife and recreation managers in many areas.

The most characteristic plant associations are hemlock-moss communities. In the drier subzone, Douglas-fir is a common successional species to the climax western hemlock. The wetter subzone, Pacific silver fir is very common on mesic sites along with the dominant western hemlock.

Plant communities within the Coastal Western Hemlock Zone vary with local topography and slope position. Rock outcrops and areas with well drained shallow soils, particularly those with southerly aspects, commonly support Douglas-fir and an understorey of salal with a carpet of mosses and lichens. Depressional areas and lower slopes, where there is permanent seepage water, maintain a mixed forest of western hemlock and western red cedar with a vigorous understorey of ferns. These provide appealing areas for hiking and camping with considerable interpretive interest.

The next association in the vertical sequence is the Mountain Hemlock Zone (MH) with a climate of cool short summers and cool, long wet winters with snow cover for several months. At lower elevations (900 to 1,100 m) the forests are characteristically dense and productive and are subject to clearcut logging. This practice often create visual management problems as the high mountain slopes are prominantly visible from road and marine corridors.

Mountain hemlock, the most common tree species, is well adapted to the generally high moisture content, low temperatures and resulting high proportion of organic matter in most soils. Pacific silver fir and yellow cedar are the other major trees of the zone. At higher elevations, tree growth becomes poorer and a discontinuous parkland forest merges with the Alpine Tundra Zone.

The abundance of understorey species varies with moisture availability. Usually there is a well developed moss layer along with shrubs such as blueberries and Pacific menziesia and herbs such as creeping raspberry and blue-bead clintonia. Where seepage water is abundant, there is a well developed understorey consisting of small twisted-stalk, deer fern, false hellebore and mitrewort. Recreational carrying capacity is moderate to high depending on slope and moisture conditions and is often used by mountain hikers. However, it is not a very appealing environment because of the density of the forest, the high amounts of rainfall and cool temperatures.

The Alpine Tundra Zone (AT) at the top of the vertical sequence, is a cold, windy, snowy environment with a very short frost-free period, consisting of treeless meadows and slopes, windswept ridges adjacent to snowfields and icefields at high elevations in the Coast and Cascade Mountains. This zone starts at an elevation of 2,250 m and is found in the Pacific Ranges, Whistler/Garibaldi, Stein Ranges and the Dickson Range/Carpenter Lake landscape/planning units. Most alpine vegetation species show specific adaptations for typically harsh conditions such as short growing season, abrasion from windblown snow particles and the dessicating effects of wind. Thus, distribution of trees is limited to straggling prostrate forms in sheltered areas while other typical vegetation associations include dwarf forms of alpine and Arctic willow, cushion or mat-like forms of growth (moss, campion, mountain avens); alpine meadows with a short, colourful growing season with attractive wildflowers (Indian paintbrush, lupines, Sitka valerian, anemones and arnicas); alpine heath communities composed of mountain heathers, alpine azalea and crowberry. Under extreme conditions only lichens and a few mosses can survive.

The profusion of blooming wildflowers in the brief alpine summer often attracts numerous naturalists/photographers/hikers to this area. However, all plant communities are extremely susceptible to any kind of disturbance and have a very low recreational carrying capacity. Due to the brevity and harshness of the growing season, recovery rates are very slow, thus, popular and accessible areas of the Alpine Zone, e.g. Black Tusk in Garibaldi Park, must be closely managed to prevent over use.

The Engelmann Spruce - Subalpine Fir Zone (ESSF) lies between the alpine tundra and the lowland forests throughout the interior portions of the Coast Mountains at elevations of 1,260 to 2,250 m. The climate is colder, drier and more continental (greater annual temperature ranges) than that of the Mountain Hemlock Zone. This zone is frequented by mountain hikers, trail riders and by hunters after big game species such as mountain sheep, mountain goat and grizzly bear. The short growing season allows moderate tolerance to extensive recreational uses.

Engelmann spruce and subalpine fir (also know as alpine fir) are the characteristic climax trees throughout the zone and are able to withstand the relatively severe winters. Lodgepole pine and aspen are common over large areas especially after disturbances such as forest fires. Understorey species vary according to soil moisture regimes, the moist areas supporting mountain elder, oak fern, Sitka valerian and false hellebore with the drier, less productive areas occupied by bearberry (Kinnickinnick), pine grass and snowy aster.

Interior Douglas-Fir Zone (IDF) occurs only in the southern one-third of the province and within the Region, it is located in the rainshadow areas of the Coast Mountains such as the valleys of Lillooet, Carpenter, Seton and Anderson Lakes and the Upper Fraser River Valley. This zone typically occupies the middle position in the vertical sequence of zones common to dry interior valleys -the Ponderosa Pine - Bunchgrass (PPBG) Zone, when it is present, occurring below the ESSF at high elevations. The IDF Zone lies between 300 and 1,350 m.

Both open and closed forests characterize the zone according to elevation difference, although grazing activity and fire history have tended to determine the composition and pattern of present day vegetation. Ponderosa pine, a post-fire species, and Douglas-fir, a climax species, form open forests at lower elevations with bluebunch wheat grass as one of the most important range species in the steppe-like understorey vegetation. Many species characteristic of the lower elevation grassland and arid shrub communities occur in these interesting and pleasant open forests, e.g. needle-and-thread grass, and dropseed and rough fescue. In general, it is felt that grassland communities are favoured by fire and shrub communities are favoured by intensive livestock grazing, which is a common land use.

Trail riding is well suited to the zone and it is frequently used as a transition zone to higher elevations by both trail riders and hikers. As an important ungulate wintering habitat, it is also a good area for wildlife viewing, photography or hunting.

At higher elevations, the Ponderosa pine and Douglas-fir forests become more closed due to increased precipitation, with pine grass as the dominant understorey species. Western larch, western red cedar, white spruce, Engelmann spruce and lodgepole pine are other species frequently found in the zone. This zone is one of the most visually appealing vegetation associations in the province offering a pleasant change from the dense, lush forests of the humid coast and from the prairie and parkland of the dry interior. The terrain and climate also make this zone a very popular setting for active and passive tourism/recreation activities e.g. scenic drives in the Pemberton Valley and Fraser Canyon, camping and hiking in the provincial parks, boating, canoeing and rafting in the rivers and lakes. Protection and enhancement of visual amenities and tourism/ recreation values should be given greater consideration during logging operations due to the importance of this zone to resident and non-resident travellers.

The Ponderosa Pine - Bunchgrass Zone (PPBG) is found only in limited areas in the southern one-third of the province and the association is scattered along valley floors and the lower slopes of several of the dry valleys of the Lillooet/Fraser Valley unit and the norther half of the Fraser Canyon landscape/planning unit. The elevation range varies with aspect but generally occurs between 270 to 750 m. The vegetative cover consists of a mosaic of bunchgrass steppe and parkland forests with present day vegetation patterns influenced by fire and grazing, much like the IDF Zone. These areas have a very distinctive character, reminiscent of western frontier movies filmed in the American southwest.

The wet subzone is occupied by the Ponderosa pine parkland, a discontinuous belt of open forests and open grasslands. Douglas-fir are also present in significant numbers. The groundcover species remain much the same as in the grassland. Alluvial communities along streamsides and flood plains are characterized by black cottonwood and various species of willow.

This zone has undergone considerable change in the natural conditions due to livestock overgrazing, suppression of natural fires, irrigation for forage crops and fruit growing. The semi-arid landscape is quite appealing visually, and trail riding and guest ranches are complementary tourism activities.

The Coastal Douglas-Fir Zone and the Coastal Western Hemlock Zone are part of the famous forests of the wet Pacific coastal belt where abundant moisture has permitted the development of huge, longlived trees. In most parts of the world, a tree is tall at 30 m (100 feet), but in mature Pacific rain forests the trees average 61 m (200 feet) and the giants are over 91 m (300 feet).

The coastal rain forest, especially in the Douglas-Fir Zone, has been the mainstay of the British Columbia forest industry for decades. Since 1968, the Douglas fir harvest has declined in importance as logging rates outstripped the regenerative capacity of the forests. Emphasis has shifted to other rain forest species such as hemlock, spruce and cedar. Widespread cutting has occurred all along the southern coast and lower mainland since the early days of European settlement. Mature, huge-treed rain forest did not cover all the coastal region when it was first settled by Europeans as its development required several centuries without fire. Nevertheless, it was widespread in the wet lowlands by the Pacific and thus, readily accessible to loggers and fjords allowing access into otherwise remote areas. As a result, practically all the primeval rain forest is gone today except for a few parks and reserves. There are remnant examples of these big trees in Vancouver's Stanley Park and several places on Vancouver Island (e.g. Cathedral Grove). The remnant mature forests and interest in pioneer methods of logging in the early years of the industry has proved to be an important attraction for visitors to other parts of the province. However, there are no large virgin forest stands remaining in the region that are readily accessible to tourists.

The coastal rainforests have perhaps the greatest land use conflicts between logging activity and tourism/recreation. Highly productive forests are being clear-cut harvested in areas important for regional resident recreation and non-resident tourism use. An example of the problem is the visual impact of clear-cutting the mountain slopes in areas of high tourism traffic and use, e.g. throughout the Strait of Georgia coastal lowland and along Highway 99 through the Whistler area. Conflicts could be avoided, or at least minimized, if there was closer co-operation between various public agencies and private groups by instituting compulsory integrated resource management programs. This is likely the only way that requirements for tourism/recreation, fisheries and wildlife could be given adequate consideration before forest operations begin.

### 2.2.5 Sport Fishery Resources

The sport fishery resources of the Region, which include freshwater, saltwater and anadramous species, provide a wide array of experiences to the thousands of resident and non-resident anglers who fish the Region's waters each year. The sea-run (anadramous) populations are generally more numerous and with larger individuals than the freshwater populations because the mountainous coast of the Region with its high rainfall and insoluble rock combine to produce water with very low biological productivity. Thus the migratory fish species are well adapted to the opportunities and constraints provided by the ocean and inland aquatic systems.

Trout are the most important freshwater species in British Columbia and the most popular in the Region is the steelhead (3 to 10 kg), the sea-run variety of the rainbow trout. Although steelhead spend two or three years in saltwater they are fished for only in streams and rivers. Populations declined drastically between 1960 and 1975 due to a combination of habitat loss and overfishing thus catches of this wary and spectacular fighter are strongly regulated. Most fishing occurs in winter (December to April) as they ascend the Fraser River and its main tributaties, e.g. Vedder, Chehalis, Coquitlam, Allouette as well as the Squamish, Cheakamus, Capilano, Nicomekl and Little Campbell Rivers. The Coquihalla River near Hope supports a popular August-September fly only, catch-and-release fishery for summer steelhead (from hatchery plantings). Remote coastal rivers such as the Homathko, Toba, Southgate and Brem also support steelhead runs. Generally resident rainbow trout are not present in substantial numbers in coastal streams and rivers but they are important in the larger lakes of the Region, e.g. Duffey, Pavillion, Whonnock, Sumas, especially those close to the urban centres in the Fraser Lowland landscape/planning unit.

The coastal cutthroat, though smaller (up to 2 kg) than the steelhead, is also a popular sport fish with the resident species of less importance than the anadromous populations. The Nicomekl, Campbell and Serpentine Rivers just to the south of Vancouver are heavily fished in January and February, and the Fraser River bars below Hope and the Harrison River in late summer are also popular. Allouette, Stave and Harrison Lakes provide resident cutthroat fishing.

The Dolly Varden, a species of char, is widespread although not numerous in the Region, also has resident and sea-run populations. They are found in lakes and streams tributary to the Fraser, e.g. Allouette, Stave and Harrison.

The most popular sport fish in the Region are, of course, the five species of Pacific salmon (Onchorhynchus): chinook (spring), coho, pink, chum and sockeye. Most fishing for these species occurs in tidal or saltwater with chinook, coho and Kokanee (the land-locked form of sockeye) of interest to freshwater fishermen. (It is generally illegal to catch and keep pink, chum and sockeye salmon in non-tidal waters).

One or more species of salmon occurs in virtually every river and stream in British Columbia with suitable access to the ocean, although numbers have been declining in recent years due to destruction of spawning and rearing habitats. Pink and chum salmon migrate in all major streams and many small streams of the coast. They spawn a short distance from the sea. Coho migrate mainly in the small coastal streams and rivers spawning a short distance from the sea.

Chinook salmon migrate far upstream in larger rivers and streams and their larger tributaries. The sockeye, highly prized for its eating qualities, ascend all major streams and rivers to spawn, especially those with lakes. They penetrate as far as 650 miles up the Fraser River.

The Kokanee are found in most lakes of the Region, e.g. Harrison, Lillooet, Seton. Coho (2 to 10 kg), chinook (2 to 42 kg) and Kokanee (0.5 to 4 kg) are the most popular sport fish in the Region because they can be taken on artificial lures and are often spectacular fighters.

The Southwestern British Columbia Tourism Region contains the most important sport fishery of the province in terms of numbers of licensed anglers and numbers of fish caught. Of the estimated 1.5 million salmon taken each year by sport fishermen, over 80% are taken in and around the Strait of Georgia and most of these are caught by residents of the Lower Mainland. Also about 25% of the rainbow/steelhead trout harvest and 30% of the coastal cutthroat trout catch are taken in the Region.

In 1975, about 38% of the province's 279,000 licensed freshwater resident anglers lived in the Southwestern British Columbia Tourism Region.1) Total numbers of licensed anglers seems to be increasing by about 2.5% per year as license sales to residents of the province were up to 332,000 in 1978-792) although a comprehensive analysis which could provide necessary origin-destination, catch-effort and expenditure data has not been carried out since 1975. In 1975, also the last year for which comprehensive statistics for saltwater sport fishing are available (additional studies are scheduled for summer 1980) there were 187,000 resident, 5,135 non-resident Canadian and 16,554 non-resident/non-Canadian anglers.[3)]

The numbers of saltwater anglers appears to be growing each year although there is little data yet available to support this contention, except perhaps for the increasing numbers of boat owners. About 67,470 (63.4%) of the saltwater anglers come from the Lower Mainland and 83% of non-resident anglers from the states of Washington and Oregon and about 80% of all saltwater angling activity was concentrated in and around the Strait of Georgia. These statistics indicate that the Region is the focal point for a considerable degree of saltwater and freshwater fishing activity for both residents and tourists. The 1975 estimated gross expenditures in the Region by resident saltwater anglers was over $10,800,000 and $27,930,000 by freshwater anglers. It is difficult to assess how much of the $5.5 million spent by non-residents actually occurs in the Region, but it is likely substantial (30 to 40%). Although non-resident saltwater anglers comprise only 10% of the angling population, they accounted for about 25% of total expenditures on food, lodging and fishing services. Thus it can be seen that the fisheries resource makes a substantial contribution to the tourism economy of the Region.

Another aspect of the fisheries resource that has tremendous importance for tourism are the management activities carried on by the Provincial Fish and Wildlife Branch. About 20 different lakes in the Region are stocked each year with rainbow trout raised at the provincial Fraser Valley Hatchery near Abbotsford. In many of these lakes, because of the poor natural biological productivity, good sport fishing is entirely dependent on regular releases of young fish raised in hatcheries. An average of 30,000 people visit the Abbotsford hatchery annually and conducted and self-guided tours are offered. Spawning channels for salmon have also been constructed at Ruby Creek north of Sechelt, the Seton River near Lillooet and Weaver Creek near Harrison Hot Springs.

The Federal Department of Fisheries and Oceans has jurisdiction over saltwater fishery resources including salmon. They have been engaged for decades in a variety of efforts e.g., Hell's Gate fish ladders (1944-46) to slow the continuing decline in salmon populations. Their main efforts are now concentrated on the Salmonoid Enhancement Program (S.E.P.), a 20 year, $150 million program to return salmon populations to traditional (pre-1900) levels. The Provincial Government is responsible for augmenting the sea-run trout populations (steelhead and cutthroat). The S.E.P. concentrates on overcoming the habitat losses caused by industrial and economic growth, forestry, mining and hydro-electric projects and past commercial over-fishing.4) Activities include stream clearance and rehabilitation (e.g. from logging debris), and the development of incubation boxes, rearing channels and ponds, fishways and fish ladders, spawning channels and hatcheries. Some of the more visible developments are the Capilano Hatchery (coho, chinook, steelhead) in North Vancouver, Birkenhead spawning channel (sockeye) near Pemberton, Sliammon Hatchery (chum) near Powell River and the Hanes Creek spawning channels (pink) between Hope and Chilliwack. Many of the hatcheries have become popular tourist attractions in themselves.

The need for such a massive and long term project underscores the serious need for the incorporation of fishery needs into various land use and resource development activities if the fishery resource is to be adequately protected. The Fraser River and estuary assumes particular importance in this regard as it is one of the last rivers in the world that supports major salmon runs and it provides 25% of the British Columbia salmon catch. About 300 million young salmon of all species move through the estuary on even years when pink salmon fry migrate to the sea. They stay to feed in the estuary for varying lengths of time and the returning spawners must also acclimatize themselves to freshwater before heading upstream. A variety of other fish species of both commercial and recreational importance (herring, eulachon, steelhead, cutthroat trout) live in or migrate through the estuary. No other Canadian watercourse carries such an important and valuable fishery resource.5)

### 2.2.6 Wildlife Resources

A considerable variety of large game animals is present throughout much of the Region largely because of the wide variety of available habitats. The ruggedness and inaccessibility of many areas has protected animal populations from human stresses, however, this situation has changed rapidly with the proliferation of logging and mining access roads into hitherto remote areas.

The mule deer and the subspecies, the Columbia black-tailed deer, are the most abundant ungulates and provide the bulk of the big game harvest in the Region. An estimated 1,500 deer were taken in the Region in 1978 by hunting parties.6)

Numbers have declined in the past several years due to logging activities and the subsequent loss of winter habitat. The black-tail deer is common along the coastal lowlands and fjords north of the Fraser River especially in the valleys and mountains north of the Fraser Lowland unit between Indian Arm, Pitt Lake, Stave Lake and Harrison Lakes and on Texada Island. The lineament along Harrison Lake and the Lillooet River is the centre of a zone of overlap between the mule deer and the black-tailed subspecies. Mule deer are abundant along the valleys of the Upper Fraser River, the Lillooet and Skagit Rivers and the valleys of Anderson, Seton and Carpenter Lakes. Populations are low throughout the high rugged areas of the Coast and Cascade Mountains.

There are no elk, white-tailed deer or caribou in the Region and only a few moose, which are found in isolated groups north of a line between Lytton and Whistler. No moose hunting is permitted in the Region. There are small centres of abundance in the valleys near Pemberton and Bralorne and along the Elaho River (tributary of the Squamish River). Bighorn sheep (California) are found only in the northern-most part of the Region, the edge of their range extending into the Dickson Range/Carpenter Lake landscape/planning unit in the Shulaps and Camelsfoot Ranges flanking the Yalakom River.

Mountain goat are relatively abundant (2.62/sq.km) in the high, rugged and remote areas of the Coast Mountains from the Vancouver Ranges north to the Bridge River and from west of the Fraser Valley to Bute Inlet. They are also present in the Skagit and Cascade Range landscape/planning units.

Large carnivores are found in the Region as well. Grizzly bear require extensive wilderness habitat areas and have gradually been driven northwards due to human settlement and other activities. Only 100 to 150 remain in the Region. Centres of relative abundance occur in the northwest part of the Region around Jervis, Toba and Bute Inlets. They are much less concentrated in the Dickson Range/Carpenter Lake, the Pemberton/Cayoosh Ranges, where they can be readily observed during the salmon spawning runs, and the Stein Ranges landscape/planning units. They are present, but few in number, in the Cascade Mountains, the Garibaldi/Whistler unit and the south part of the Pacific Ranges unit. Black bear are found throughout the Region in considerably greater numbers than the grizzly. Along the urban fringe of the Squamish area and Fraser Lowland unit, they require considerable management effort by Conservation Officers.

Cougar, a shy and secretive big cat, have similar habitat requirements to the grizzly, thus they too are thinly scattered. Depending on the habitat they require at least 130 to 260 sq. km of range per adult. There are centres of relative abundance of cougar between Pitt, Stave and Harrison Lakes (perhaps 200), in the Skagit Valley and the Sechelt Inlet, where the main prey species, black-tailed deer, are also numerous.

Bobcat are found throughout the Region in lower elevation forests with only a few lynx found in the extreme north of the Region.

The wolverine is also found in the Region though not in large numbers. They generally prefer remote, middle elevation forests (around 900 m) but there have been occasional sitings in the area around Pitt Meadows.

Wolves are found thinly scattered only in the northern two-thirds of the Region with small centres of relative abundance at the heads of Tob[illegible] Inlet, Bute Inlet (the Homathko and Southgate river valleys) and the Bridge River east of Downton Lake. Coyotes have adapted well to the presence of man (sometimes in nuisance proportions) and are common throughout the Region, as are red fox, which thrive in "edge" habitat.

Small mammals are also present in suitable habitat, e.g. short-tailed weasel, raccoon, striped skunk, river otter, pika, varying (snowshoe) hare, mountain beaver (lower Fraser Valley and Cascade Mountains), hoary marmot, chipmunk, squirrels (including flying), American beaver, deer mice, voles, bog and Siberian lemmings.

The southernmost parts of the Region, especially the Fraser Lowland is rich in birdlife ranging from raptors to waterfowl and from passerine (perching) birds to shore birds. The productive wetlands of the Fraser River delta and estuary complex support one million migratory birds and Canada's largest wintering waterfowl population, important for their consumptive and non-consumptive recreational value and for international commitments under the Migratory Birds Conservation Act. It is the most important single area of aquatic bird habitat in British Columbia with over 200 species of birds (waterfowl, gulls, shorebirds, loons, grebes) present. Thirty-six species of waterfowl (of which 27 species either breed in the area or occur as a significant part of the wintering population) have been recorded in the Fraser Delta. About 200,000 ducks use the estuary as wintering habitat.

About 5,000 to 10,000 migrant black brant geese and 7,000 resident Canada geese; whistling swans and the rare trumpter swan; and 20,000 snow geese can be viewed in such places as the Pitt Polder Wildlife Management Area, Nicoamin Slough, Reifel Refuge, Alaksen National Wildlife Area, Harrison Bay and Boundary Bay.

There are remarkable raptor populations in the Region as well, especially along the coast and the Fraser Lowland. Spectacular concentrations of bald eagles (as many as 1,000) can be seen in the vicinity of Squamish on Howe Sound, the Pitt Polder Wildlife Management Area and 600 to 800 at the mouth of the Chehalis River. Other raptors such as red-tail, marsh and rough-legged hawks and several species of owls are regularly sighted in the farmlands of Delta and Surrey including the snowy owl in winter, a rare occurrence at this latitude.

Other notable birds include sandhill cranes in the Pitt River and Burns Bog (Delta) areas, great blue herons, the beautifully marked harlequin and wood ducks, a wide variety of shore birds (plover, oystercatcher, turnstone) and diving birds (cormorant, loon, merganser).

### 2.2.6.1 Hunting

The Region has the largest hunting population and generates the greatest proportion of hunter days (404,900 - 22%) in the province.7) About 80% of hunting activity takes place in the resident's own area as a provincial average, however, Lower Mainland residents tend to travel to other regions because the southernmost part of the Region is subject to heavy hunting pressures. The big game harvest is low (only about 1,500 deer were taken in 1978) as the most productive areas in the Fraser Lowland landscape/planning unit and adjacent areas (which are also closest to the population centres) have many areas that are closed to hunting because of municipal regulations. A compounding factor is the difficulty of hunting in much of the southern part of the Region because the dense second growth vegetation (widespread due to regeneration from logging) makes ground travel and animal sighting quite difficult.

In 1978/79, 6,623 hunters bought Fraser Valley Special Hunting licenses (for waterfowl), an increase of 24% from 5,350 licenses in 1976-77. This is the area of the province where most waterfowl hunting takes place. Upland game birds are also popular hunting species (third in the province behind deer and moose) however, because of the density of understorey growth in areas close to population centres, most residents of the Lower Mainland hunt grouse (largely blue and ruffed) in neighbouring regions.

The Region has the largest hunter population thus the Region received the greatest benefit of the estimated $67 million spent by resident hunters in 1976-77.8)

There were only nine registered hunting guiding outfitters operating in the Region in 1980, three located in the west coast (none of which had successful hunts in 1978-79) while the others were located either in the Hope or Lillooet areas. Deer, bighorn sheep and black bear are the most sought after species although the Region is not generally recognized as a prime big game hunting area.

### 2.2.6.2 Marine Wildlife

The interface of terrestrial and marine ecosystems that occur along the Region's coast contribute a fascinating dimension for many visitors. For example, whales, which have been the subject of growing public interest, can be seen in the Region. The humpback frequents open coastal waters and sometimes enters the Strait of Georgia during the summer. Sei and Minke whales are also regularly sighted in the same waters.

Other notable marine mammals that inhabit the coastal areas are various species of dolphins and the killer whale which frequents shallow inshore waters and enters narrow inlets and bays. Four families of killer whales frequent the Fraser Delta regularly. Harbour seals (800 in the Fraser Delta) and northern and California sea lions are commonly sighted as well.

Sea birds abound and there are numerous colonies on the many rocky islets of the Strait of Georgia; the most dramatic ones are located off northern Vancouver Island and the Queen Charlotte Islands. Mandarte Island and Mitlenatch Island Natural Park in the Strait of Georgia are more easily accessible and inhabitants include cormorants, petrels, black oyster catchers, murres, murrelets and puffins.

The intertidal zone with its many forms of life can provide hours of interesting beach combing, searching for sand dollars, mussels, clams, snails, anemones, starfish, barnacles, sculpins and crabs as well as viewing shore birds such as oyster catchers, sandpipers and phalaropes.

The interpretation and viewing of marine and intertidal wildlife along with oceanographic processes also lend themselves to organized theme tours that could originate in the Region. Sea life viewing cruises could be offered to the major rookeries of the Coastal Trough off northern Vancouver Island and the Queen Charlotte Islands. Many of these tours could be timed to coincide with commercial fishing activity, seasonal movements of the grey whale herds or migratory periods of the Pacific Flyway, thus contributing additional interesting features to the tours.

### 2.2.6.3 Summary

The numerous and varied terrestrial and marine wildlife species of the Region can be regarded as very valuable assets that must be protected and enhanced. The non-consumptive value of the wildlife to residents and visitors to the Region very likely exceeds the consumptive value.

The Fraser River estuary is of major importance as it is an accessible natural area for over 1.5 million people in the Greater Vancouver Regional District (G.V.R.D.) with sport fishing, boating and nature observation among the key recreational activities. The visibility of much of the wildlife makes it a prominant feature that can be easily appreciated by many visitors to the Region, thus enhancing the tourist experience.

### 2.2.7 Summary of Natural Tourism Resources

As discussed in the preceeding sections and as portrayed in the Landscape Inventory Matrix, the Region has a wide range of natural attractions and capabilities that are popular with both the large resident market as well as with visitors. The Fraser Lowland landscape/planning unit, because of the large resident population, the biological richness of the Fraser River delta/estuary, the varied lowland, mountain, lake, river and ocean interfaces and the role of

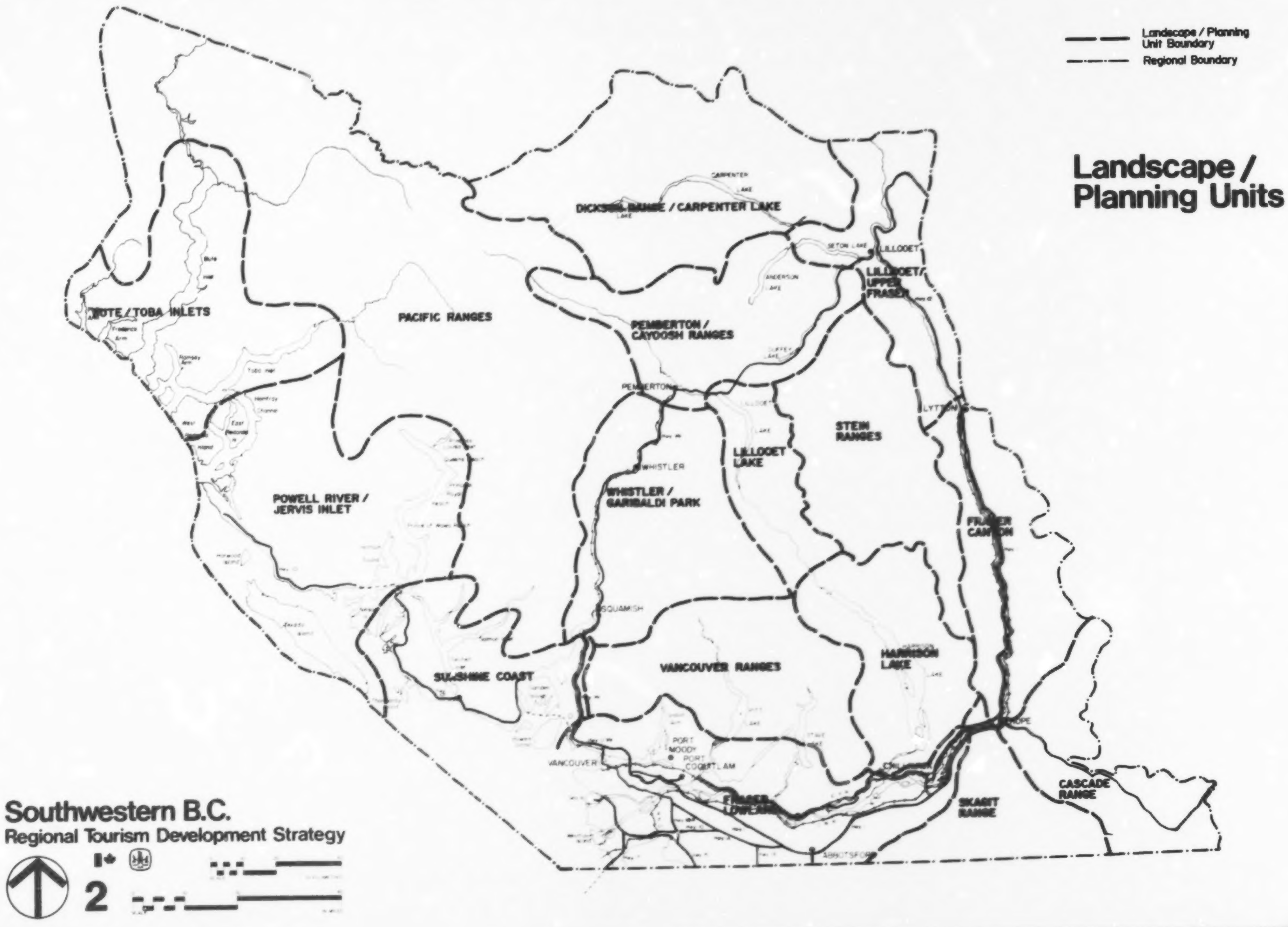
Vancouver as an international gateway, has a particularly high level of development of tourism/recreation amenities. Care must be taken that tourism activities do not impringe too heavily on the local natural resources, many of which are already being stressed by industrial and urban land uses and by considerable resident recreational demands.

With the exception of several notable areas such as the Sunshine Coast, the Whistler resort development, Harrison Hot Springs and Manning Park, the remainder of the Region still has a very low degree of intensive tourism development. The existing uses are focussed on extensive land-based and water-based recreation in the rugged forested areas, lakes and seacoasts of the Powell River/ Jervis Inlet, Harrison Lake, Pemberton/Cayoosh Ranges, Skagit and Cascade Ranges landscape/planning units. The main constraints to further intensive development are the limited and difficult access (which can be a positive factor for some people), the steepness and rugged character of much of the terrain and the limited areas suitable for development. The dominance of forestry activities and their pervasive visual and environmental disruptions are problems in many areas as well.

The two landscape/planning units facing the Strait of Georgia have considerable further capability for intensive water-based developments (supported by extensive land and water-based activities) because of the more subdued nature of the narrow coastal trough, the favourable warm-weather climate, the sheltered nature of the coastline and the existing degree of human development.

The Bute/Toba Inlets unit is suited only to remote, small scale resort/lodge use for the inland portion of the fjords. The Whistler/Garibaldi Park unit will continue with its intensive development program based on the ski resorts of Whistler and Blackcomb Mountains and other four-season activities. The Pemberton/Cayoosh Ranges and the Lillooet/Upper Fraser landscape units have rugged,

# Landscape / Planning Units


Landscape / Planning Unit Boundary
Regional Boundary
DICKSON RANGE / CARPENTER LAKE
CARPENTER LAKE
SETON LAKE
LILLOOET
LILLOOET / UPPER FRASER
ANDERSON LAKE
BUTE / TOBA INLETS
PACIFIC RANGES
PEMBERTON / CAYOOSH RANGES
DUFFEY LAKE
PEMBERTON
LYTTON
STEIN RANGES
LILLOOET LAKE
WHISTLER
WHISTLER / GARIBALDI PARK
POWELL RIVER / JERVIS INLET
FRASER CANYON
SQUAMISH
VANCOUVER RANGES
HARRISON LAKE
SUNSHINE COAST
PORT MOODY
PORT COQUITLAM
VANCOUVER
FRASER LOWLAND
SKAGIT RANGE
CASCADE RANGE
HOPE
ABBOTSFORD

## Southwestern B.C.

Regional Tourism Development Strategy

2

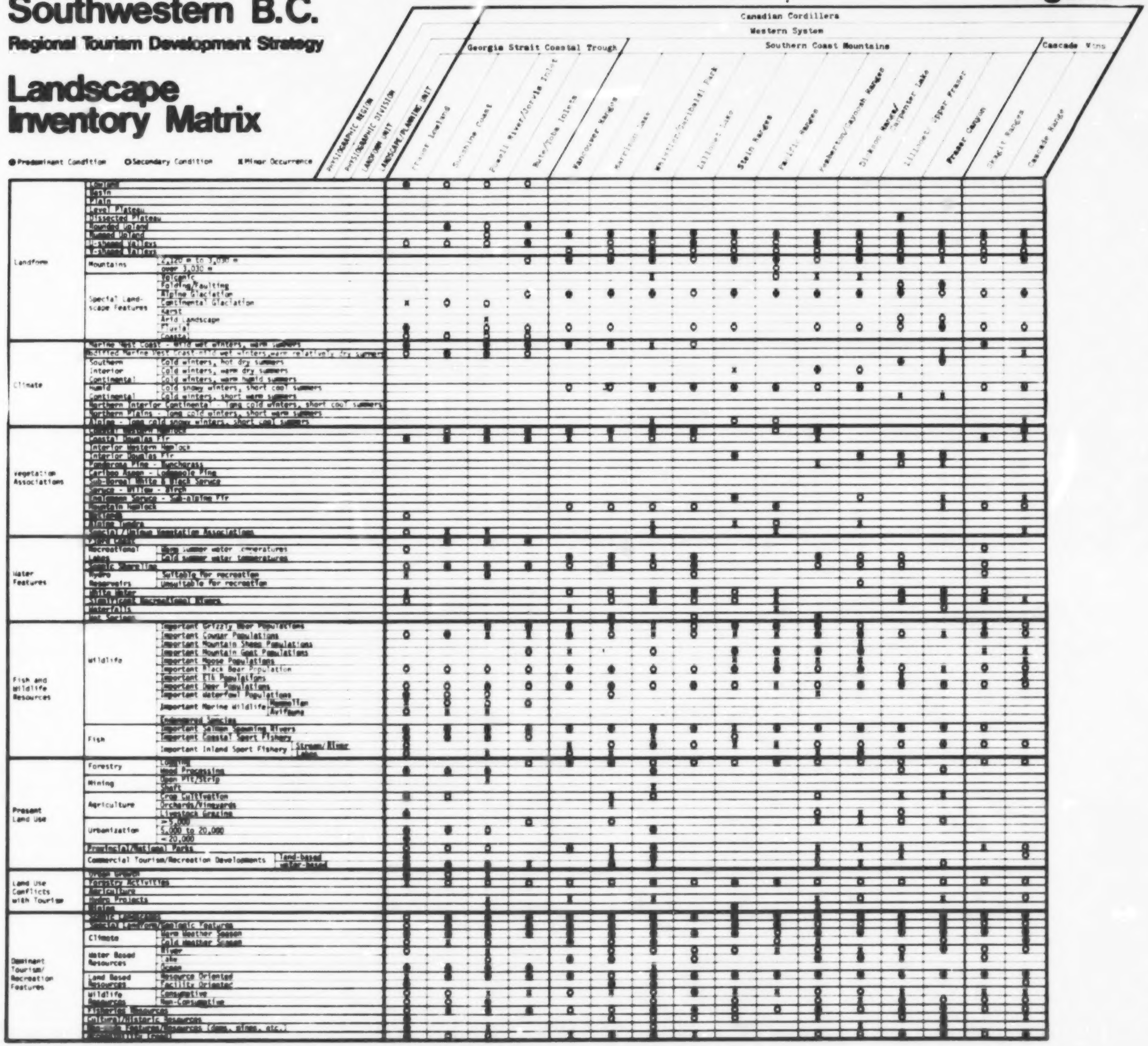
THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE.

# Southwestern B.C.

## Regional Tourism Development Strategy

# Landscape Inventory Matrix

Figure 1



● Predominant Condition  ○ Secondary Condition  ▮ Minor Occurrence

PHYSIOGRAPHIC REGION: Canadian Cordillera

PHYSIOGRAPHIC DIVISION: Western System

LANDFORM UNIT: Georgia Strait Coastal Trough / Southern Coast Mountains / Cascade Mtns

LANDSCAPE/PLANNING UNIT:

- Georgia Strait Coastal Trough: Fraser Lowland; Sunshine Coast; Powell River/Jervis Inlet; Bute/Toba Inlets
- Southern Coast Mountains: Vancouver Ranges; Harrison Lake; Whistler/Garibaldi Park; Lillooet Lake; Stein Ranges; Pacific Ranges; Pemberton/Cayoosh Ranges; Dickson Ranges/Carpenter Lake; Lillooet/Upper Fraser; Fraser Canyon
- Cascade Mtns: Skagit Ranges; Cascade Range

Landform

- Lowland
- Basin
- Plain
- Level Plateau
- Dissected Plateau
- Rounded Upland
- Summit Upland
- U-shaped Valleys
- V-shaped Valleys
- Mountains
  - 2,120 m to 3,030 m
  - over 3,030 m
- Special Landscape Features
  - Volcanic
  - Folding/Faulting
  - Alpine Glaciation
  - Continental Glaciation
  - Karst
  - Arid Landscape
  - Fluvial
  - Coastal

Climate

- Marine West Coast - mild wet winters, warm summers
- Modified Marine West Coast - mild wet winters, warm relatively dry summers
- Southern Interior Continental
  - Cold winters, hot dry summers
  - Cold winters, warm dry summers
  - Cold winters, warm humid summers
- Humid Continental
  - Cold snowy winters, short cool summers
  - Cold winters, short warm summers
- Northern Interior Continental - long cold winters, short cool summers
- Northern Plains - long cold winters, short warm summers
- Alpine - long cold snowy winters, short cool summers

Vegetation Associations

- Coastal Western Hemlock
- Coastal Douglas Fir
- Interior Western Hemlock
- Interior Douglas Fir
- Ponderosa Pine - Bunchgrass
- Cariboo Aspen - Lodgepole Pine
- Sub-Boreal White & Black Spruce
- Spruce - Willow - Birch
- Engelmann Spruce - Sub-alpine Fir
- Mountain Hemlock
- Wetlands
- Alpine Tundra
- Special/Unique Vegetation Associations

Water Features

- Ocean Coast
- Recreational Lakes
  - Warm summer water temperatures
  - Cold summer water temperatures
- Scenic Shoreline
- Hydro Reservoirs
  - Suitable for recreation
  - Unsuitable for recreation
- White Water
- Significant Recreational Rivers
- Waterfalls
- Hot Springs

Fish and Wildlife Resources

- Wildlife
  - Important Grizzly Bear Populations
  - Important Cougar Populations
  - Important Mountain Sheep Populations
  - Important Mountain Goat Populations
  - Important Moose Populations
  - Important Black Bear Population
  - Important Elk Populations
  - Important Deer Populations
  - Important Waterfowl Populations
  - Important Marine Wildlife
    - Mammalian
    - Avifauna
  - Endangered Species
- Fish
  - Important Salmon Spawning Rivers
  - Important Coastal Sport Fishery
  - Important Inland Sport Fishery
    - Stream/River
    - Lakes

Present Land Use

- Forestry
  - Logging
  - Wood Processing
- Mining
  - Open Pit/Strip
  - Shaft
- Agriculture
  - Crop Cultivation
  - Orchards/Vineyards
  - Livestock Grazing
- Urbanization
  - >5,000
  - 5,000 to 20,000
  - <20,000
- Provincial/National Parks
- Commercial Tourism/Recreation Developments
  - land-based
  - water-based

Land Use Conflicts with Tourism

- Urban Growth
- Forestry Activities
- Agriculture
- Hydro Projects
- Mining

Dominant Tourism/Recreation Features

- Scenic Landscapes
- Special Landform/Geologic Features
- Climate
  - Warm Weather Season
  - Cold Weather Season
- Water Based Resources
  - River
  - Lake
  - Ocean
- Land Based Resources
  - Resource Oriented
  - Facility Oriented
- Wildlife Resources
  - Consumptive
  - Non-Consumptive
- Fisheries Resources
- Cultural/Historic Resources
- Man-made Features/Resources (dams, mines, etc.)
- [illegible] (zone)

scenic landforms along with considerable river and lake resources that, when coupled with their relatively easy access (except for winter closures along the Duffy Lake Road) and favourable warm-weather seasons provide them with considerable recreation/tourism use potential.

The Stein Ranges and the Pacific Ranges landscape units are well suited to wilderness types of activities because of the undisturbed nature of many areas and their relative proximity to the largest population centres of the province.

In terms of consumptive recreation, the big game populations are of sufficient size to support hunting by regional residents but little, if any, capacity remains for other markets. Protection of wildlife habitat and careful management of populations is required to maintain stable populations in the face of existing hunting pressure and habitat losses from continued development and resource extraction activities. Means should be provided for increased viewing opportunities of the abundant waterfowl populations and mammalian species of the Region for both residents and visitors.

Salmon sport fishing has long been popular with all North American market segments and has the capability to attract and sustain greater use. The natural freshwater sport fishery, also subject to heavy use, has declined drastically in past years due to over-fishing and habitat losses. The efforts of the B.C. Fish and Wildlife Branch with their fish planting and stocking programs have augmented trout fishing opportunities and the federal/provincial Salmonoid Enhancement Program will assist in alleviating some losses of salmon and sea-run trout populations. However, greater management efforts will be required if the fish stocks are to continue to provide the quality angling opportunities expected by regional residents and the many tourists who come to fish the Region's coastal and inland waters.

## 2.3 Physical Tourism Resources (Infrastructure)

### 2.3.1 Introduction

Physical tourism resources are those structures, facilities and services developed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and to a large extent influence the character, quality and diversity of the visitor's experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which examined the existing infrastructure on both a regional and landscape/planning unit basis. Categories included recreational lands and facilities, special commercial recreation activities, accommodation characteristics, transportation modes and corridors, and tourism service centres.

### 2.3.2 Special Commercial Recreation Activities

The uniqueness of the province as a major tourism destination area rests not only with its magnificent scenery and fish and wildlife resources, but also with its ability to support a wide range of activities. The Southwestern British Columbia Tourism Region is particularly well endowed in this aspect for it contains special landscapes and landform features that can support several unusual commercial activities which can be given a high profile or image. Four types of special tourism activities have been identified for the Region namely: heli/alpine skiing, river rafting, hot spring resorts and coastal cruising.

### 2.3.2.1 Heli/Alpine Skiing

Heli-skiing is considered the ultimate ski vacation experience by the keen, advanced skiing public from both North America and Europe. British Columbia has a large share of the world's heli-ski slopes and the reputation for being the world's best areas for heli-skiing.

Opportunities for expanding this activity are quite good. Heli-ski operations are primarily centered around Whistler-Blackcomb due to snow and access conditions. Five different mountain chains are used, some in close proximity to Whistler (Tremor Mountain 2,630 m, Powder/Brandywine Mountain massif 2,340 m, Fitzsimmons and Spearhead Ranges) while others are further to the north in the mountains surrounding the upper Lillooet Valley. The Taseko area of the Chilcotin Ranges (just outside the northern boundary of the Region) has recently been added and there is room for considerable growth in the operation. The east side of the Coast Mountains have high elevations, many permanent glaciers, consistently good powder snow and a high percentage of good flying weather. The problems faced by the operators are the distance from the base at Whistler, the difficult access for building remote lodges and competititon for the limited market with the well-established operations in the Columbia Mountains of south-eastern British Columbia (B.C. Rocky Mountain Tourism Region).

The consulting team supports in principle the recommendations made in the recent study of the heli-skiing industry which will likely enable this sector to reach its growth potential in an economically sound and safe manner. Some of the key points developed in that study include the following:

- establish a method of licensing qualified operators and guides;
- consider long term tenure for licensed operators;
- diversify existing ski resort experiences by the addition of one-day heli-skiing trips; and
- assist the growth in the heli-skiing industry by adopting a distinctive "Ski B.C." logo to be used on promotional material and by conducting heli-skier visitor studies to develop meaningful market projections.9)

Alpine skiing is a very important tourism travel generator of international, regional and local market segments. The industry currently has a very high profile and has the capacity for considerable expansion in terms of market growth potential and appropriate terrain and weather characteristics. The major ski resort in the Region is Whistler/Blackcomb which is planned as a Resort Municipality and developed to international four-season resort status.

The other larger ski areas in the Region are of regional significance, e.g., Manning Park and Grouse Mountain while there are several others, e.g., Hemlock Valley, Mount Seymour that are of local importance. Ski areas near the coast have problems with length of season and reliable snow cover due to the mildness of the maritime-influenced climate. While ongoing improvement and expansion of the Region's ski areas should continue, the consulting team agrees with the findings of the B.C. Ski Areas study10) that efforts should be concentrated on those areas identified as having the capability for development as destination ski resorts. Whistler/Blackcomb Mountain area is the only such area in the Southwestern British Columbia Tourism Region of international calibre being developed, although other areas may exist and should be examined. The ongoing development of the Whistler/Blackcomb resort area assumes major importance in the near future for the regional development strategy and it will be fully dealt with in Chapters 5 and 6.

### 2.3.2.2 River Rafting

Many of the Province's rivers provide an exciting form of recreation called river running or rafting. Several commercial river outfitting operators have been offering one-day or extended trips in large and medium sized inflatable rafts, down some of the province's wildest rivers. Perhaps the most famous is the Hell's Gate section on the Fraser River between Boston Bar and Yale. The boiling rapids, whirlpools and white water of the river in the setting of the majestic Fraser Canyon offer a memorable experience. This is the most popular trip as it is a one-day spectacular adventure that can easily be undertaken from Vancouver. Other popular trips start outside the Region but their terminus is in the Region. The one-day trip on the Thompson River terminates at Lytton and eight to 10-day trips along the Chilko-Chilcotin and middle stem of the Fraser terminate at Lillooet.

Rafting is a very popular activity in the U.S. where most of the commercially run rivers have reached their capacity and the number of passengers is regulated by permits to preserve the quality of the experience. Thus, river rafting is considered to have the potential of becoming a major international attraction to tourists interested in this adventurous type of activity. A separate study has been prepared regarding this activity.11) This consulting team supports, in principle, the four major recommendations that will allow this facet of the industry to achieve its growth potential as a significant tourism travel generator and yet maintain the quality of the river environments on which the experience depends.

- establish the biophysical and social carrying capacity levels of rivers under commercial operation;
- the Ministry of Lands, Parks and Housing investigate and regulate by appropriate means, the river rafting industry;
- support the development of a B.C. river rafting association;
- adopt a river rafting theme in future marketing plans of Tourism B.C.

### 2.3.2.3 Hot Springs

British Columbia has a considerable number of natural hot springs, only a few of which are developed, that are considered to be one of the province's special natural resources.12) There are about eight known hot springs in the Region; however only one, Harrison Hot

Springs, 135 km east of Vancouver, has been developed as a commercial enterprise. The Harrison resort area has three indoor pools (one municipal, two for hotel guests exclusively), a golf course, tennis courts, riding, hiking, beaches and boating activities and is one of the most popular destination resorts in the province. The other hot springs are in the more inaccessible parts of the Region (Section 2.3.3) and thus are not of major importance to tourism (although this may change in the future).

### 2.3.2.4 Pleasure Boat Cruising

The offshore portion of the Region, the islands, fjords and clear sheltered waters of the Strait of Georgia can be ranked among the finest ocean cruising areas of the world. The long sailing season, which can extend from mid-April to mid-October, excellent saltwater fishing, a moderate climate, the provincial marine park system and federal small craft harbours provide ideal boating conditions. The easy access to the main population centres and airports of the U.S. and Canadian west coast provides a unique opportunity for the development of B. C. based coastal cruises both on a yacht charter and cruise ship basis.13) This is especially so since the U.S. based small boat charter companies were banned from Canadian waters.

The Strait of Georgia and Gulf Islands area is heavily used by resident and non-resident boaters.14) British Columbia has a higher proportion of households which own boats (18.6% - 163,120 households) than any other Canadian province and two-thirds of the 193,000 boats are found in the Strait of Georgia with most of these (83%) being outboard motor boats and sail boats. In 1978, about 12,580 U.S. boats entered B.C. tidal waters as well (about 70% of these from Washington). Most Strait of Georgia boating activity occurs on weekends and mostly in the summer (June and September - 20.6%, July and August - 53.2%). Aside from general cruising, Desolation Sound and Princess Louisa Inlet were popular destinations. Thus, it can be seen that recreational boating in the

Region is a major activity that also makes a significant contribution to the economy.

According to the consultant's study on boat chartering potential, growth in boating activities is constrained by the shortage of permanent moorage in the most desirable areas of the Region (which is compounded by the peak use characteristics), a shortage of temporary moorage for transient boaters and substandard shore-based services. Solutions to these problems and a significant degree of capital investment is required if recreational boating is to continue its economic growth potential in the Region. Since the scenic qualities of the coastline and saltwater sport fishing are the two major attractions to resident and non-resident boaters, special attention will have to be paid to these two aspects to ensure the Region can continue to supply a quality boating experience.

#### 2.3.2.5 Major Tourism Destination Areas

Seven tourism destination areas were delineated within the Region in Phase I of the Provincial Tourism Strategy: Greater Vancouver, Whistler area, Manning Provincial Park, Harrison Hot Springs, the Sunshine Coast, Desolation Sound/Powell River area and the Cultus Lake area. Of these, only Greater Vancouver and the Whistler area ranked as multi-season, multi-market destination areas. The other were mainly utilized by regional residents and some Washington State visitors. There is the possibility of linking Vancouver and Whistler with the attractions provided by other parts of the Region by developing a tourism circle route to Pemberton, Lillooet, Lytton and Hope. The marine attractions of the Strait of Georgia could also be better utilized by cruises and boat charters that link islands and waterways of both the Vancouver Island and South-western British Columbia Tourism Regions. These concepts will be more fully explored in Chapter 6.

### 2.3.3 Recreational Lands and Facilities

The Southwestern British Columbia Tourism Region has a considerable variety of climatic zones, landscapes, water and shoreline features and ecosystems in fairly close proximity to one another. Many of these areas are accessible and close to the major populations centres while others are distant with difficult access or access only by boat or float plane. This allows visitors to engage in many types of active and passive activities in scenic and often spectacular settings.

Most of the Region is comprised of Provincial Crown Land and Provincial Forest with significant areas designated by various agencies for recreational and fish and wildlife purposes. These federal, provincial and municipal lands are very important destination areas for day-use and extended vacations by British Columbia residents as well as the non-resident markets arriving by air and road. There are vast areas of Crown Land with no designated recreational function that nonetheless have an important recreational role as they are used in an extensive and often unstructured manner for such activities as wildlife viewing, guided and non-guided hunting and fishing, hiking and cross-country skiing. The recreational lands and facilities discussed in this section are major tourism attractions, as is the case of the provincial parks and marine parks, or are of a quality that would attract tourists to the Region or that support significant tourism use (such as the canoe/kayak routes). Municipal facilities were generally not considered in this plan because of the scope of the study and because they are primarily developed for local residents' use.

### 2.3.3.1 Provincial Parks

There are several large provincial mountain parks and recreation areas that attract people interested in vigorous and challenging backcountry activities. There are also many smaller, intensive recreation-oriented parks generally concentrated in the Fraser Lowland.

As of spring 1980, the Region has a total of 48 parks and two recreation areas administered by the Parks and Outdoor Recreation Division totalling 385,557 ha ranging in size from 7 to 195,083 ha, about 8.5% of the provincial total (Table 3). There are 1,969 developed campsites (26% of the provincial park total), in 19 of the parks, eight parks with wilderness camping, 486 km of developed hiking trails, 224 km of cross-country ski trails (73% of provincial park total) and 3,697 m of developed beach (7% of provincial park total). This relatively high proportion of development is a function of the user demands generated by the largest population concentration in the province.

The park campsites of the Region had about 130,000 party nights(15) during the 1978 (mid-May to mid-September) season and 138,300 party nights in 1979, an increase of 6.4%. Day use visitation amounted to 1,050,000 party days in 1978 and 1,308,000 party days in 1979, an increase of 24.6%. Most of the day use visitation was at beach/swimming areas such as Cultus Lake, Alice Lake, Golden Ears. There was also considerable use made of trail facilities in parks like Manning, Golden Ears and alpine skiing facilities in Mount Seymour, Cypress and Manning. The provincial parks of the Region received 22.5% of the camping use in British Columbia on 26% of the total campsites and 39% of the day use visitation. Camper origin was 85% from British Columbia, 8% from the rest of Canada and 7% from the United States. Non-resident use was lower in this Region compared to the provincial average of 29%. This is possibly accounted for by the high levels of resident use and most visitors to this Region may not be interested in camping.

Aside from these popular intensive types of activities, parks are important for their landscape and scenic protection roles as well as for wildlife habitat preservation. They also provide numerous opportunities for extensive and physically challenging activities such as hiking, climbing, kayaking, canoeing and nature study, which are becoming increasingly popular with residents and tourists alike. Even though there are large areas of Crown land where these activities can occur (unless they are pre-empted or degraded by resource extraction activities as occurs periodically), provincial parks are widely acknowledged as offering some of the best places to engage in active outdoor recreation activities.

The coastline of British Columbia and especially the Strait of Georgia and Juan de Fuca Strait have long been regarded as one of the finest boat cruising areas in North America. The numerous islands, small inlets, secluded anchorages, steep-walled fjords and thousands of square kilometres of both open and protected waters are a haven for thousands of sail and power pleasure craft. To provide basic facilities for the boating public the Provincial Parks Branch has established a system of marine parks on both sides of the Strait of Georgia that extends from Discovery Island in the south to Thurston Bay in the north. Most of them are in the Vancouver Island Tourism Region (Table 4), however, six occur in the Southwestern British Columbia Tourism Region including the province's largest marine park - Desolation Sound, 8,256 ha. Most have safe anchorages and mooring buoys, some have landing floats, some have campgrounds and some have beaches and picnic tables. All developed parks have sanitary facilities, refuse disposal and some have fresh water. Desolation Sound and Princess Louisa marine parks have become popular destination areas for boaters on both sides of the Strait of Georgia, although the extensive use of undeveloped parks like Desolation Sound are cause for local concern.

## TABLE 3

## 1980 SOUTHWESTERN BRITISH COLUMBIA PROVINCIAL PARK INVENTORY

| Park | Class | Area (Hectare) | Day Use | Camp-Ground | Wilderness Camping | Trails | Beach | Boat Launch Ramp |
|---|---|---|---|---|---|---|---|---|
| Alice Lake * | A | 397 | X | 88X | | X | X | |
| Birkenhead Lake | A | 3,642 | X | 85X | | X | X | X |
| Brandywine Falls * | A | 148 | X | | | X | | |
| Garibaldi Falls | A/NC | 195,083 | X | | X | X | | |
| Murrin | A | 24 | X | | | | X | |
| Nairn Falls | A | 171 | | 86X | | X | | |
| Porpoise Bay | A | 61 | X | 86X | | X | X | |
| Roberts Creek | A | 40 | X | 25X | | | X | |
| Saltery Bay | A | 39 | X | 45X | | X | X | |
| Skoockumchuck Narrows | A | 35 | X | | | X | | |
| Bridal Veil Falls | A | 32 | X | | | X | | |
| Chilliwack Lake | A | 162 | | 117X | | | | X |
| Cultus Lake | A | 656 | X | 296X | | | X | X |
| International Ridge | RA | 2,080 | | | X | X | | |
| Kilby Historic | A | 12 | X | 35X | | | X | X |
| Sasquatch | A | 1,220 | X | 112X | | | X | X |
| Sumas Mountain | A | 183 | X | | | X | | |
| Manning * | A | 71,400 | X | 353X | X | X | X | |
| Kawkawa Lake | A | 76 | X | | | | X | X |
| Nicolum River | A | 24 | X | 9X | | | | |
| Skagit Valley | RA | 32,577 | | 44X | X | X | | |
| Golden Ears * | A | 55,594 | X | 344X | | X | X | X |
| Mt. Judge Howay | RA | 6,180 | | | X | X | | |
| Rolley Lake | A | 115 | X | 65X | | X | X | |
| Downing | A | 100 | X | 25X | | | X | |
| Marble Canyon | A | 335 | X | 18X | X | | X | |
| Emory Creek | A | 15 | | 34X | | X | | |
| Skihist | A | 33 | X | 68X | | | | |
| Cypress | A | 2,104 | X | | X | X | | |
| Mount Seymour | A | 3,508 | X | | X | X | | |

A) Parks with some developed facilities. *) Denotes nature interpretive program or facilities.

The 11 developed marine parks in the Vancouver Island Tourism Region had 34,960 boating parties in 1978 and 38,800 in 1979. Only two marine parks in the Southwestern British Columbia Tourism Region were surveyed (Plumper Cove and Princess Louisa) with totals of 6,303 boating parties in 1978 and 7,368 in 1979. Although there is little in the way of supporting statistics a considerable amount of use of the marine park system by United States visitors has been observed.

The B.C. Forest Service also provides outdoor recreation opportunities of a dispersed nature although they differ from the two parks agencies in that they provide informal, rustic facilities. Their purpose is to provide forest recreation sites (camping, picnicking, boat/canoe launching areas) largely for use by regional residents although it is recognized that appreciable non-resident use occurs. Presently, most recreation sites are concentrated along the Chilliwack River of the Skagit Range landscape/planning unit, the southern part of the Vancouver Mountains and Harrison Lake landscape/planning units and along two corridors; Highway 99 between Squamish and Anderson Lake and the Duffy Lake road.

## Proposed Park System Expansion

The park system in the Region, both terrestrial and marine, will likely undergo considerable growth which will be of value to regional resident and tourist use. The general directions arising from the proposed expansion program15) can be summarized as: the development of water access and a marine park system on Howe Sound, Indian Arm and the Sechelt Inlet; extension of day use and camping opportunities along the Squamish to Anderson Lake Corridor; improvements to facilities at Manning Park and in the Fraser Lowland; and establishment of park areas associated with the Coquihalla Highway.

## TABLE 4

## 1980 SOUTHWESTERN BRITISH COLUMBIA MARINE PARKS

| Name | Size | Location | Beach | Picnicking | Camping | Drinking Water |
|---|---|---|---|---|---|---|
| Plumber Cove | 34 | Howe Sound | X | X | X | X |
| Garden Bay | 163 | Sechelt Peninsula |  | undeveloped |  |  |
| Smuggler Cove | 182 | Sechelt Peninsula |  |  | X |  |
| Harmony Islands |  | Jervis Inlet |  | proposed |  |  |
| Princess Louisa | 44 | Jervis Inlet |  | X |  |  |
| Copeland Islands | 437 | Malaspina Peninsula |  | undeveloped |  |  |
| Desolation Sound | 8,256 | Desolation Sound |  | undeveloped |  |  |
| NEARBY IN THE VANCOUVER ISLAND REGION |  |  |  |  |  |  |
| Manson's Landing | 100 | Cortes Island |  | undeveloped |  |  |
| Rebecca Spit | 177 | Quadra Island |  | X |  | X |
| Octopus Islands | 66 | Quadra Island |  | undeveloped |  |  |
| Thurston Bay | 354 | Sonora Island |  | undeveloped |  |  |
| Walsh Cove |  | Redonda Islands |  | proposed |  |  |
| Von Donop Inlet |  | Cortes Island |  | proposed |  |  |
| Boho Bay |  | Lasqueti Island |  | proposed |  |  |
| Mitlenatch Island Nature Park | 155 | South of Cortes Island |  | X | interpretive program |  |

Source: Data Handbook, Parks and Outdoor Recreation Division, Victoria, March, 1980.

The Ministry of Forests, Recreation Division, is undertaking an expansion to their planning and development efforts in the more remote parts of the Region by means of a five-year program which will begin with an inventory of suitable and available sites and the collection and analysis of demand data. This will provide the basis for strategic planning for the provision of additional camping/picnicking units, and summer/winter use trails.

Camping

The Provincial Parks Branch provide 1,969 campsites in 19 different parks in the Region, situated largely in the Fraser Lowland, Cascade Range, Whistler/Garibaldi Park and Sunshine Coast landscape/planning units. These are low density campgrounds with basic facilities such as a tent/trailer pad, fire grate, vault or pit privies and running water nearby.

In 1979, the private sector provides a total of 4,250 high density campsites and trailer sites in a total of 74 commercial establishments.[17)] The campgrounds range in size from 10 to 15 units in conjunction with cabins or a small hotel to very large grounds with over 150 units. A full range of facilities is provided, including electrical and water hook-ups, and the larger establishments often have showers, laundry facilities and general stores. Boat launches and beaches are often part of the operation or visitors make use of nearby public (provincial park or municipal) facilities. As shown in Drawing No.3 in the Accommodation Section, most commercial campgrounds are located in the Fraser Lowland, Cascade Range and Sunshine Coast landscape/planning units, the areas with the greatest concentration of tourist visitation.

### 2.3.3.2 Recreational Boating

A 1974 survey[18)] showed that residents of the Strait of Georgia area (which includes the Fraser Lowland, Sunshine Coast and Powell

River/Jervis Inlet landscape/planning units) owned 69% of all boats and sailboats in British Columbia and had proportionally more outboards and sailboats than in other regions of the province. In 1976, Statistics Canada showed that a higher percentage of B.C. households (19.8%) owned boats than any other region of Canada. This amounts to 152,000 households with approximately 176,000 boats.19) The previous (1974) study indicated that the majority of the boat owners live in and around the Strait of Georgia accounting for the heavy pleasure boating use of this area. Additionally, a 1979 study showed that 8,250 non-resident boats entered the Gulf Islands/Strait of Georgia area.20) In response to this high level of recreational boating activity a considerable system of small craft harbours and private and public (municipal) marinas has been developed. The Small Craft Harbours Branch of Federal Department of Fisheries and Oceans has been instrumental in this process through its cost-sharing agreements. Most facilities are concentrated around the southern part of the Strait of Georgia and the Gulf Islands (in the Vancouver Island Tourism Region) which, because of proximity to the largest population centres, good boating climate, sheltered waters and scenic cruising areas is most heavily used. There are a considerable number of harbour facilities around the Sunshine Coast unit (the Sechelt Peninsula, Gambier and Bowen Islands) and the Powell River/Jervis Inlet landscape/planning units. The Provincial Parks Branch has developed a system of marine parks as well.

The major pressure from both resident and non-resident boaters occurs during July and August. Boating areas near urban centres such as Howe Sound become areas of intense boating activity and suitable places to tie up or anchor are at a premium. During the peak season, boating facilities of all types are strained to the utmost while during the off season they lie virtually idle. Another problem brought to light by the Howe Sound Overview Study21) clearly indicates the limited capacity for tourist use of the areas many public and private marinas. These problems and others, such as the development of cruise boat charter enterprises (the subject of a separate consultant's study) must be overcome if the Region is to take advantage of the high quality recreational boating environment.

### 2.3.3.3 Special Active Tourism/Recreation Activities

The rugged landforms and the variety of land and water interfaces of the Region's lakes, rivers and ocean shoreline, all in close proximity, provide opportunities for a considerable variety of active pursuits of interest to tourists.

There are numerous one-day and half-day canoe and/or kayak routes in and around the Fraser Lowland that are popular with local residents, e.g., Seymour, Capilano (both for kayaking), Serpentine, Nicomekl, Sumas, Campbell Ricers, parts of the Fraser River delta/ estuary (Wood, Shady, McMillan, Barnston Islands), Buntzen Lake and Burnaby Lake. Several of the larger lakes (Pitt, Stave, Alouette, Harrison) and their adjoining rivers provide lengthier trips; however, winds and waves on the lakes can cause dangerous situations.

In the Skagit Range landscape/planning unit the Chilliwack Lake and River provides a 30 km trip with virtually a complete range of water conditions, the 8 km stretch of the Chilliwack Canyon being suitable only for expert kayakers. To the north of Vancouver, the Squamish River is also a challenging trip for 42 km with grades one and two water. The Cheakamus, a tributary river provides a popular day-trip for canoes and kayaks. The upper Squamish River and its main tributary to the northwest, the Elaho, provide some excellent kayaking although access can be difficult on logging roads. Other kayaking rivers are the Green River (during the spring freshet) from Green Lake to Pemberton and the 52 km stretch of the Lillooet River (also suitable for inflatable rafts) between Lillooet Lake and Harrison Lake. The Powell River/Jervis

Inlet unit offers a variety of opportunities for scenic ocean canoe/kayaking in the Malaspina-Okeover-Lancelot-Theodosia Inlets system adjacent to Desolation Sound Marine Park and lake canoe/kayaking on Powell Lake (a 52 km long reservoir suitable for recreation), Haslam Lake - 13 km, Dodd-Horseshoe Lakes - 12 km and Lise-Khartoum Lakes - 22 km (another reservoir).

The eastern part of the Region also has several routes. The Stein River in the Stein Ranges landscape/planning unit has a 32 km section that is suitable for white water canoeing and kayaking. The Stein watershed is the last unlogged watershed within 170 km of the most densely populated parts of the province and there has been an ongoing campaign by conservation groups to have the area specially designated as a wilderness recreation area or park and wild river status. The area has major ecological, wildlife, recreation and archaeological significance. The Fraser River is, of course, a major recreational resource for its entire length within the Region. Various sections are suitable for canoes or kayaks (as well as inflatable rafts) depending on the flow characteristics with the white water areas occurring between Lillooet and Yale.

Winter scuba diving has become very popular in recent times with most tourism activity focussed on the Powell River/Jervis Inlet unit. Howe Sound and West Vancouver are also quite popular local diving areas for Lower Mainland residents. The waters are clearest in winter; the warmth of the summer sun combined with tidal mixing reduces visibility in most areas due to high plankton production. The clear, cold, grey waters hold a surprising variety and abundance of colourful marine life with great appeal to divers. There are over 325 species of fish in Canada's Pacific Coast, some brilliantly marked and almost tropical-looking (tiger rock fish, Irish lord), some of the largest octopi found anywhere (as much as 6 m across), over 90 species of starfish, along with cloud sponges, anemones, nudibranch and red coral. There are also numerous shipwrecks that can be explored as well. This area could develop as one of the most popular winter diving areas in North America as it certainly has the marine resources that are only just beginning to be discovered.

The Region has considerable geothermal resources[22)] aside from those which provide the basis for the Harrison Hot Springs resort area. These are all in backcountry areas and only rustic "facilities", if any, have been built around them. There is a small hot spring (57.3°C) on the Pitt River north of the north end of Pitt Lake. The area is accessible only by boat to the logging camp at the end of the lake and then a further 21 km hike or hitch-hike up the Pitt River. The Meager Creek hot springs, 64 km by logging road northwest of Pemberton, deserve special attention as they have been extensively surveyed by the Geological Survey of Canada and B.C. Hydro for their geothermal electrical generating potential. There are at least three main springs (38°C to 51.5°C) and several smaller ones. There is also a group of small springs about 13 km away up Pebble Creek. The remaining three springs are in the Harrison Lake area. The B.C. Forest Service has provided a campsite, wooden bath-house and wooden tub near Skookumchuck hot springs (54°C), near the Lillooet River. Access is by a rugged forest access road between Pemberton and Port Douglas at the north end of Harrison Lake. The Sloquet Creek hot springs (59°C and 68°C) are 8.1 km to the southwest of the Lillooet River inflow to Harrison Lake. Access is difficult and a 3 km hike may be necessary. The Clear Creek hot springs (35°C) is about 56 km up the east side of Harrison Lake and 10 km east of the lake, all on rough logging road. A further 10 km hike is necessary to reach a cabin and a large pool made of cedar logs that was constructed by a woman prospector.

## 2.3.4 Accommodation

Organized data on accommodation is mainly derived from two sources: The annual accommodation directories prepared by the Province through the Tourism Ministry and from statistics kept by the Parks and Outdoor Recreation Division. The accommodation directory, while invaluable, only records "tourist quality" facilities and moderately underestimates supply since not all tourist facilities are recorded in the directories.

### 2.3.4.1 Supply of Tourist Accommodation

Tables 5 and 6 and Drawing No.3 show the amount of tourist accommodation available by type and area within the Region for 1979. A similar analysis for 1971 indicates that the number of tourist establishments has decreased by 3%. Roofed accommodation establishments decreased by 2% while campgrounds increased by 37.5% during the same period. The largest percent decreases in accommodation establishments occurred in the Dickson Range/ Carpenter Lake (38%), Fraser Canyon (27%) and Pemberton/Cayoosh Range (25%) areas.

While establishments decreased, the total number of tourist accommodation units increased by 35% from 1971 to 1979. Roofed accommodation units accounted for 45% of this increase while campsites/trailer sites increased by 24%. The largest percent increase in units occurred in the Powell River/Jervis Inlet (111%), Vancouver Ranges (70%) and Whistler/Garibaldi Park (67%) areas. However, the greatest actual increases in accommodation units were in the Fraser Lowland (from 11,524 to 15,971), Powell River/Jervis Inlet (from 257 to 542) and Cascade Range (from 1,278 to 1,519) landscape units.

The average number of units per establishment offering roofed accommodation has increased from 38 units in 1971 to 57 in 1979. Average campground size has decreased from 75 to 67 sites during the same period.

Twenty-five per cent of accommodation establishments were built between 1970 and 1978, although 46% of accommodation establishments were built more than 20 years ago. The rate of construction of accommodation establishments decreased by 4% between 1971 and 1979.[23)]

An analysis of building permits granted for construction or expansion of accommodation establishments (excluding those for the City of Vancouver) indicates that 15% of accommodation units were built between 1971 and 1979. Fifty-nine per cent of these new units are located in the Fraser Lowland unit and 31% in the Whistler/ Garibaldi Park unit. The remaining 10% are located in the Powell River/Jervis Inlet (1.7%), Fraser Canyon (3.8%) and Cascade Range (5.2%) units.

B.C. Research data on year of purchase indicates that there has been at least a 7% annual turnover of ownership of accommodation facilities in this Region between 1972 and 1978.[24)]

### 2.3.4.2 Occupancy

Annual hotel, motel and resort occupancy in the Region is approximately 71% for 1979, an 8% increase over 1978. This occupancy level is about 1.5% higher than the provincial average.[25)] There does not appear to be information available on occupancy rates by area within the Region.

There has been a slight decrease in average occupancy rates in provincial park campgrounds for the Region from 31% in 1977 to 30% in 1978. During the same period there has been a 5% increase in the number of available site nights. Golden Ears Park in the Vancouver Ranges area has an exceptionally low 1978 occupancy rate of 17% (a 3% increase from 1975) while the number of available site nights has remained stable. Rolley Lake Park in the Fraser Lowland area also has a low occupancy rate of 15% (a 5% decrease

## TABLE 5

## TOURIST ACCOMMODATION BY TYPE: SOUTHWESTERN BRITISH COLUMBIA, 1971-1979

| | ESTABLISHMENTS | | | UNITS | | | |
|---|---|---|---|---|---|---|---|
| Type | Number | % | % Change 1971-1979 | Number | % | % Change 1971-1979 | Average Units Per Establishment |
| Hotel | 105 | 32. | 5. | 11,358 | 53.6 | 55 | 108 |
| Motel | 18 | 37.2 | - 9. | 2,993 | 14.1 | 27 | 25 |
| Cottage | 18 | 5.5 | 20. | 100 | .5 | - 8 | 6 |
| Resort | 23 | 7. | 15. | 804 | 3.8 | 22 | 35 |
| Lodge | 2 | .6 | - 50. | 18 | .1 | - 61 | 9 |
| H/F Camp | - | - | -100. | - | - | -100 | - |
| Sub-Total | 270 | 82. | - 2. | 15,273 | 72.1 | 45 | 57 |
| Commercial Campground | 74 | 22.6 | 39. | 4,250 | 20.1 | 14 | 57 |
| Public Campground | 14 | 4.3 | 27. | 1,649 | 7.8 | 58 | 118 |
| Sub-Total | 88 | 26.8 | 37.5 | 5,899 | 27.9 | 24 | 67 |
| Miscellaneous* | | | -100. | | | -100 | |
| TOTAL | 328 | - | - 3. | 21,172 | 100% | 35 | 65 |

* Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Tourist Accommodation, Ministry of Tourism, 1979.

## TABLE 6

## ACCOMMODATION BY AREA

| Landscape/ Planning Units | Establishments | | | Hotel, Motel Resort, Lodge | | Cottages G&H/Camps | | Campsites | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % in Region | % Change 71-79 | No. | % | No. | % | No. | % | No. of Units | Total % of units in Region | % Change 71-79 |
| Bute Toba Inlets | 2 | .6 | 0 | 21 | .1 | - | | - | | 21 | .1 | -13 |
| Dickson Range/ Carpenter Lake | 5 | 1.5 | -38 | 30 | .2 | 8 | 8. | 20 | .3 | 58 | .3 | -33 |
| Pemberton/ Cayoosh Range | 6 | 1.8 | -25 | 38 | .2 | 17 | 17. | 180 | 3.1 | 235 | 1.1 | 10 |
| Lillooet/ Upper Fraser | 5 | 1.5 | 25 | 94 | .6 | 3 | 3. | 33 | .6 | 130 | .6 | 37 |
| Powell River/ Jervis Inlet | 21 | 6.4 | 110 | 304 | 2. | 26 | 26. | 212 | 3.6 | 542 | 2.6 | 111 |
| Whistler/ Garibaldi Park | 16 | 4.9 | 14 | 331 | 2.2 | - | | 262 | 4.4 | 593 | 2.8 | 67 |
| Sunshine Coast | 27 | 8.2 | -18 | 214 | 1.4 | 24 | 24. | 351 | 5.9 | 589 | 2.8 | 15 |
| Vancouver Ranges | 1 | .3 | 0 | - | | - | | 351 | 5.9 | 351 | 1.7 | 70 |
| Harrison Lake | 9 | 2.7 | -18 | 374 | 2.5 | 12 | 12. | 153 | 2.6 | 539 | 2.5 | 8 |
| Fraser Canyon | 11 | 3.4 | -27 | 125 | .8 | 7 | 7. | 151 | 2.6 | 283 | 1.3 | - 9 |
| Fraser Lowland | 189 | 57.6 | - 2 | 13,207 | 87. | - | | 2,764 | 46.9 | 15,971 | 75.4 | 39 |
| Skagit Range | 2 | .6 | 100 | - | | - | | 341 | 5.8 | 341 | 1.6 | 12 |
| Cascade Range | 34 | 10.4 | - 8 | 435 | 2.9 | 3 | 3. | 1,081 | 18.3 | 1,519 | 7.2 | 19 |
| Total: | 328 | 100% | - 3 | 15,173 | 100% | 100 | | 5,899 | 100% | 21,172 | 100% | 35 |

Source: Tourist Accommodation, Ministry of Tourism, 1979.

from 1976) while the number of available site nights has increased by 24% since 1976. Emory Creek Park in the Fraser Canyon unit has an exceptionally high occupancy rate of 85% (a 9% increase from 1976) and has had an increase of 22% in number of available site nights since 1976. The parks in the Cascade Range area also have a high occupancy rate of 83% (a 24% increase since 1976), while the number of available site nights has decreased by 15% since 1976.26)

There is no readily available data as to occupancy for commercial campgrounds.

#### 2.3.4.3 Seasonality

Approximately 33% of occupied room nights in the Region occur during the summer. The spring season accounts for 25% of occupied room nights while the fall and winter account for 23% and 19% respectively. The majority of public campgrounds in the Region are open for the spring and summer seasons only. Occupancy peaks noticeably during the months of July and August. There is no reliable information on seasonality of commercial campgrounds.

Data as to origin of occupied room nights was not yet available for this Region.

### 2.3.5 Transportation Modes and Corridors

#### 2.3.5.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operator. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself, for it to be attractive to most tourists.

The City of Vancouver is located in the Southwestern British Columbia Tourism Region. Transportation facilities to and from the greater Vancouver area have been considered when developing the following sections; however, transportation facilities within the greater Vancouver area are only considered if they are a part of the overall transportation system for the area.

The following describes the major and some of the minor transportation facilities in the Southwestern British Columbia Tourism Region.

### 2.3.5.2 Roads

Most roads in the Southwestern British Columbia Tourism Region radiate from the Vancouver area. The southern portion of the Region is well served with a road system. There are fewer roads however in the other portions of the Region. The major roads in the Region are listed and described below.

#### Trans-Canada Highway

The Trans-Canada Highway is a major highway running from Vancouver east to Hope along the south side of the Fraser River and then north to Cache Creek. It is the most heavily travelled route in the Region.27)

#### Highway 7

Highway 7 parallels the portion of the Trans-Canada Highway which runs between Vancouver and Hope. It is on the north side of the Fraser River. Highway 7 joins the Trans-Canada Highway north of Hope and in two other locations along its route. Highway 7 is heavily travelled between Vancouver and Haney with decreased volumes east of Haney.

### Highway 3

Highway 3 runs near the southern boundary of the province from Hope to the Alberta border. At Hope it meets the Trans-Canada Highway. In this Region it is the main route to Manning Provincial Park.

Highway 3 is a two-lane road for most of its length.

### Highway 1A

Highway 1A also parallels the Trans-Canada Highway near Vancouver. It runs from Vancouver to the Washington State border where it joins with Highway 539 and runs to Bellingham. This is one of the two main road links between Canada and the United States.

### Highway 99

Highway 99 is the main highway serving the western portion of the Region. South from downtown Vancouver it runs through White Rock to the Washington border and joins with Highway 5 and Bellingham. This portion of the road is a four-lane divided highway. During A.M. and P.M. rush hours in Vancouver it is heavily congested in the fringe areas of the city.

Through Vancouver, Highway 99 follows city streets to north Vancouver where it again becomes a highway. North from Vancouver it is a heavily travelled four-lane highway to Horseshoe Bay. Beyond Horseshoe Bay it is a good two-lane road to Squamish, where the standard drops as the road heads north to Garibaldi Provincial Park, the Whistler-Blackcomb Mountain ski area and on to Pemberton.

It has been suggested[28)] that upgrading and improving of the Highway north of Horseshoe Bay will be difficult and very expensive as many parts of the road are nestled into the mountainside. Upgrading and improving the alignment could mean rerouting all or part of the road.

### Highway 12

Highway 12 runs from a point on Highway 97 north of Cache Creek to Lillooet and on to Lytton. It is a very lightly travelled two-lane road.[29)]

### Highway 101

Highway 101 runs along the extreme west coast of the B.C. mainland from Gibsons north to Lund. It connects to Comox and Courtenay on Vancouver Island by ferry. A ferry also connects Earl's Cove and Saltery Bay. The highway is a paved two-lane route.

### Other Roads

There are several other roads in the Region which should be discussed. They are classified as secondary or rough roads and experience very low volumes.

The Duffey Lake road runs from Highway 12 at Lillooet to Highway 99 near Pemberton. At the present time the road is passable in the summer only. The Ministry of Transportation and Highways has recently announced that it will be kept open year round. As a result, the road is being upgraded and a new bridge is being built at Lillooet. Other bridges on the route are only one lane wide.

Several years ago a logging road was constructed along the Lillooet River and Harrison Lake from near Pemberton to Harrison Mills. It has recently been allowed to deteriorate and a slide near the middle of the road makes it impassable to all but four wheel drive vehicles. There are no plans to repair this problem or upgrade the road.$^{30)}$

Construction on a new highway connecting Hope and Merritt has recently commenced. The road runs through the Coquihalla Valley from whence it gets its name. The road will be extended to Kamloops in the future.

A road along the north-west side of Howe Sound from Squamish to Gibsons has been proposed and studied for some time. The Ministry of Transportation and Highways does not plan to proceed with the route, at least at this time, as they consider it not to be economically feasible.$^{31)}$

#### 2.3.5.3 Scheduled Buses

There is a fairly extensive network of bus routes through the Region run by several carriers. A summary of the major routes offered by the major carriers is described below. Most buses also stop at way points along the route.

Vancouver to Calgary: via the Trans-Canada Highway and Highway 3.
Several times per day (Greyhound Lines)

Vancouver to Prince George: via the Trans-Canada Highway.
Several times per day (Greyhound Lines)

Vancouver to Victoria: via Tsawwassen to Swartz Bay Ferry.
Several times per day (Pacific Coach Lines)

Vancouver to Nanaimo: via Horseshoe Bay to Nanaimo Ferry.
Several times per day (Pacific Coach Lines)

Vancouver to Harrison Hot Springs: via Highway 7 and the Trans-Canada Highway.
Several times per day (Pacific Coach Lines)

In addition to the regularly scheduled services described above, some carriers also offer regular three to thirty day tours from Vancouver covering various areas of the province and country. In some cases the tour price includes one-way airfare or train fare from the tour destination to its starting point. Examples of such tours include three and five day tours through the Okanagan Valley in the spring and fall to see the blossoms and the harvest; a five day tour of the Sunshine Coast; an eight day tour of the Canadian Rockies; a fifteen day tour of the Inside Passage.

### 2.3.5.4 Rail Service

Rail service is offered throughout the Region by a number of carriers. Most train trips start or end in the north Vancouver rail yard. There is a good bus service between the downtown bus terminal and the rail yard.

The scheduled services offered include:

Vancouver to Lillooet: via Squamish.
Daily (British Columbia Railway)

Vancouver to Prince George: via Squamish.
Three times per week (British Columbia Railway)

Vancouver to Eastern Canada: via Jasper and Edmonton.
Daily (VIA Rail)

Vancouver to Eastern Canada: via Banff and Calgary.
Daily (VIA Rail)

Vancouver to the United States: via Bellingham and Seattle.
Daily (Amtrak)

As with bus travel there are a number of tours available in addition to the regularly scheduled services. Accommodation is provided as a part of the package on the longer trips. Short trips include the popular "Royal Hudson" steam train excursion from Vancouver to Squamish return; train connections with the ferry travelling the Inside Passage; longer excursion trips include those to and from eastern Canada with stops enroute for touring and skiing.

### 2.3.5.5 Air Service

Major air service in the Region is provided to the Vancouver International Airport. As it is the only international airport in the province, it serves a wide portion of the province and as a consequence is quite busy. The three main carriers serving Vancouver are Air Canada, C.P. Air and Pacific Western Airlines.

Air service from Vancouver is provided to all major centres in B.C. and the rest of Canada several times daily. As well, trips from Vancouver have their destination in the United States, Europe, the Far East and the South Pacific.

Many minor airlines offer scheduled and non-scheduled service to and between various locations within the Region. Generally these carriers operate under Visual Flight Rules. As a result, during inclement weather, flights are often delayed or cancelled.

### 2.3.5.6 Ferry Service

Ferry service in the Southwestern British Columbia Tourism Region is provided by several organizations offering routes to and from the Region and between areas within the Region. Most trips in the Region are generated from the Vancouver area.

Most of the ferries have the capacity to carry vehicles (cars, buses and trailers) making them simply an extension of the roads system for many travellers. Others walk on or bicycle on for a day trip where the ferry ride is an important and scenic part of the outing.

The largest carrier in the Region, both in terms of number of ferries and number of passengers carried, is the British Columbia Ferry Corporation. They have 15 major ships and 10 minor ships operating on about 15 routes. Most of these routes are within or between the Southwestern British Columbia Tourism Region and the Vancouver Island Tourism Region.33) Two more jumbo ships (362 autos and 1,466 passengers) went into service in 1981. The number of passengers riding the various routes varies from 4.5 million per year on the Swartz Bay to Tsawwassen route to over 73,000 per year on the Tsawwassen to Prince Rupert (via Kelsey Bay) route. On some routes, seasonal variations are small while on others the peak month can be as much as four times the minimum month.

Traditionally at peak times such as summer weekends the ferrys on some routes do not have the capacity to meet the demand for vehicle space and consequently a wait of one or more sailings before boarding is not uncommon. There are few (if any) amenities at the ferry terminals to service or interest the tourist waiting for a ferry. On the other hand, passenger capacity is seldom reached.

The B.C. Ferry Corporation is considering alternative routes between the Vancouver area and Vancouver Island to avoid Active Pass, a narrow part of the present route which is often congested with fishing boats and other vessels. A service from the mainland to Gabriola Island is being seriously considered for the future.

### 2.3.5.7 Fixed Link Vancouver Island - Mainland

There has been considerable discussion and some study of the possibility and feasibility of providing a fixed link between Vancouver Island and the mainland. This link would possibly be in the form of a tunnel or floating structure. If construction of this link was to proceed it would significantly affect the demand for the ferry service between the mainland and Vancouver Island. The development of this project is outside the planning time-frame of this document.

### 2.3.6 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and sophistication of the traveller, can include: airports, customs clearance, public transportation, vehicle rentals, accommodation, licensed restaurants and entertainment, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information and health care facilities. Since the complete assortment of these services can only be found in the very largest provincial centres, and detailed data availability is very limited, an assessment of only five categories of services has been developed for the communities within the Southwestern British Columbia Tourism Region. These services are: accommodation, tourist information centres, food and beverage services, automotive services and hospitals; and are presented by landscape/planning unit and urban community in Table 7.

Accommodation includes both roofed (hotel, motel) facilities and campground/trailer parks; the emphasis in this category is on availability and choice, hence, a number of establishments. In Section 2.3.4 accommodation is discussed in greater detail using 1971 and 1979 data. Most of the data is derived from the 1980 provincial tourist Accommodation and Campground Directory, although it is recognized that not all accommodation is recorded in this Directory. With regards to food services, there is no comprehensive guide which lists all restaurants by type (i.e. licensed, family, fast food) and other food outlets such as grocery stores. Unfortunately few economic profiles which occasionally contain this type of data have been done in this Region. Tourist information refers to staffed tourist booths, many of which operate only during the peak tourist season, while automotive services generally refer to service stations offering fuel, towing and some level of basic repairs. The availability of emergency health care and its distribution within the Region is the concern behind the hospital location data.

In the Southwestern British Columbia Region, Greater Vancouver is the dominant tourist service centre offering a very wide range of accommodation and food services suitable for the tastes of all types of visitors.33) There are also excellent year round information centres (Greater Vancouver Convention and Visitors Bureau, Richmond Visitors and Convention Bureau, three Tourism British Columbia Information Centres and year round tourist information services provided by Chambers of Commerce in Burnaby, New Westminister, North Vancouver, Surrey and Langley, and also in White Rock), numerous hospitals and many other health care facilities, automobile services for a wide range of vehicles, an international airport, railway terminal and ferry service to Vancouver Island and elsewhere within the Region. The second most important tourism service centre is Hope, which, while not a large centre, is at the crossroads for all automobile travel from the north and east into the Lower Mainland. Consequently a substantial accommodation base was developed at this point. Most other centres such as Mission or Chilliwack are overshadowed by Greater Vancouver. However, Squamish does serve tourists enroute to and from the Whistler area, and Powell River is the major centre on the coastal mainland north of Vancouver. Powell River is particularly important as the major source of marine services for various independent boaters and charter operations touring up the Coast.

## TOURISM SERVICE CENTRES: SOUTHWESTERN BRITISH COLUMBIA REGION

| Landscape Unit | Urban Centre | Population[1] 1976 Census | Tourist Service Availability | | | | |
|---|---|---|---|---|---|---|---|
| | | | Accommodation[2] | Tourist Information[3] | Food Service[4] | Automotive Service[5] | Hospital[6] |
| Fraser Lowland | Greater Vancouver | 1,056,894 | 66 H, 45 M, 10 C + 1 R | Yes | Yes, approximately 2,000 restaurants | Yes | Yes |
| | Mission | 14,997 | 1 M, 1 C | Yes, year round | Yes | Yes | Yes |
| | Abbotsford | 9,507 | 1 H, 4M, 2C | Yes, year round plus Tourism B.C. Office | Yes | Yes | Yes |
| | Chilliwack | 8,634 | 1H, 11M, 1C | Yes, year round | Yes | Yes | Yes |
| Sunshine Coast | Gibsons | 2,074 | 1H, 7M, 1L, 1C | Yes, summer only | Yes | Yes | - |
| | Sechelt | 822 | 1R | Yes, C.of.C. summer only | Yes | Yes | Yes |
| Powell River / Jervis Inlet | Powell River | 13,694 | 2H, 5M, 4C | Yes, summer only | Yes | Yes | Yes |
| Vancouver Ranges | - | - | - | - | - | - | - |
| Harrison Lake | Harrison Hot Springs | 600 | 2H, 5M, 1C | Yes, year round at municipal offices | Yes | No, fuel only | - |
| Whistler / Garibaldi Park | Squamish | 8,368 | 3H, 2M, 1C | Yes, year round, C. of C. | Yes | Yes | Yes |
| | Whistler | 1,100 1979 est. | 1H, 2C Apt. | Yes, year round | Yes | Yes | - |
| Lillooet Lake | - | - | - | - | - | - | - |
| Stein Ranges | - | - | - | - | - | - | - |
| Bute / Toba Inlets | - | - | - | - | - | - | - |
| Pacific Ranges | - | - | - | - | - | - | - |
| Pemberton / Cayoosh Ranges | Pemberton | 330 (1979 est) | 1H | Yes, summer only | Minimal, (has hotel coffee shop, grocery store, market & drive-inn) | Yes | - |

TOURISM SERVICE CENTRES: SOUTHWESTERN BRITISH COLUMBIA REGION (CONT)

| Landscape Unit | Urban Centre | Population 1976 Census 1) | Tourist Service Availability | | | | |
|---|---|---|---|---|---|---|---|
| | | | Accommodation 2) | Tourist Information 3) | Food Service 4) | Automotive Service 5) | Hospital 6) |
| Dickson Range / Carpenter Lake | - | - | - | - | - | - | - |
| Lillooet / Upper Fraser | Lillooet | 2,218 | 1H, 3M, 2C | Yes, summer only | Yes | Yes | Yes |
| Fraser Canyon | Yale | 300 | 5M | Yes, summer only | Minimal | Yes | - |
| | Lytton 7) | 468 | 3M, 1C | No | Yes, 4 | No, fuel only | Yes |
| Cascade Range | Hope | 2,963 | 17M, 7C | Yes, year round | Yes | Yes | Yes |
| Skagit Range | - | - | - | - | - | - | - |

SOURCES:

1) 1976 Census, Statistics Canada, unless otherwise noted, when figures are usually municipal estimates.

2) Accommodation and Campground Directory, British Columbia 1980, Ministry of Tourism.

3) Southwestern British Columbia Tourist Association, May 1980.

4) Figures by type of establishment and urban centre are not published. But the Ministry of Health 1979 figures for approved food establishments include:

| HEALTH UNIT | NO. |
|---|---|
| Upper Fraser Valley | 293 |
| Central Fraser Valley | 224 |
| Boundary | 420 |
| Simon Fraser | 165 |
| Coast Garibaldi | 143 |
| | 1245 |
| Plus City of Vancouver | 1200 |
| | 2465 |

Supplied by the Restaurant and Food Association of B.C., May 1980.

5) Emergency Road Service Directory, British Columbia Automobile Association, January 15, 1980. and Approved Auto Repair Services, British Columbia Automobile Association, 1980.

6) British Columbia Health Association, January 15, 1980 - Member List. (only acute care facilities with emergency service were considered).

7) Thompson-Nicola Regional District Economic Development Commission, Village of Lytton Community Profile, October,1979

Because of the travel constrictions in this Region and the vast scale of the Vancouver population, a balance of strong tourism centres has not really developed elsewhere in the Region.

Services appear to be better developed in the Fraser Lowland unit, the most populated area. Along the Fraser Canyon and from Whistler north through to Pemberton and Lillooet, services are generally very poor with minimal choices in food and accommodation. Very few roofed facilities are available, most space being in campgrounds. Communities in the Sunshine Coast unit are also modest in their services but several centres also cater to marine travellers with fuel, moorage and docking facilities. Much of the mountainous areas (e.g. Vancouver Ranges or Stein Ranges) have no normally recognized services for tourists.

## 2.4 Human Resources

### 2.4.1 Introduction

The following paragraphs describe the demographic and socio-economic character of the Region. Trends in population and income growth as well as in the make-up of the labour force are considered in terms of their implications for the tourist industry. The socio-economic character of the Region is also reflected in the events and attractions which are offered. These are described in the third part of this section.

### 2.4.2 Regional Demography

Table 8 summarizes the demography of the Southwestern British Columbia Tourism Region. This Region includes the Vancouver Metropolitan Area and contains over half the total population of the province. The Lower Mainland which includes the regional districts of Greater Vancouver, the Central Fraser Valley, Dewdney-Alouette and Fraser-Cheam had a total population of 1,277,032 in 1976 (Census). This represents 96% of the population of the tourism region. The GVRD planning department estimates that the Lower Mainland population will grow by about 100,000 to 1,378,963 by 1981.

The Greater Vancouver Regional District is roughly equivalent to the Vancouver metropolitan area and is almost wholly urban in character.

The Fraser Valley area, which includes the Districts of Dewdney-Alouette, Central Fraser Valley and Fraser Cheam, in contrast, has a semi-rural character. Major communities in the valley include the cities of Chilliwack (1976 population 9,634) and Langley (10,123), the municipal districts of Abbotsford (9,507), Langley (36,659), Matsqui (31,178), Maple Ridge (29,462), Mission (14,997), Pitt Meadows (4,689), Chilliwack (28,421), Kent (2,924), and the town of Hope (2,963). The Regional Districts of Squamish-Lillooet, the Sunshine Coast, and Powell River to the north and west of Greater Vancouver are even more sparsely populated. The largest communities are the District of Powell River (13,694) and the villages of Lillooet (2,218) and Gibsons (2,076) on the Sunshine Coast. Approximately 2% of the population lives in rural areas and in communities with a population of under 1,000.

Population growth in the Region as a whole was much lower than in the rest of the province between 1971 and 1976 and growth is expected to continue at a slow rate through the 1980s. The segments of the Region outside the City of Vancouver experienced more rapid growth than those within the City boundary. The Central Fraser Valley Regional District in particular grew spectacularly over the 1971 to 1976 period, and growth in Dewdney-Alouette and the Sunshine Coast was well above the provincial average. The number of persons in the under 15 age group declined absolutely as a percent of the total population and now represents a lower proportion of the population than average for British Columbia. On the

## TABLE 8

## SOUTHWESTERN BRITISH COLUMBIA
## REGIONAL DEMOGRAPHIC CHARACTERISTICS

| Characteristics | Value 1971 (A) | 1976 (B) | Percentage[1] Change Over 1971 (C) | Index[2] (D) |
|---|---|---|---|---|
| Population (000)[3] | 1213.8 | 1325.0 | 9.2 | 71 |
| Age Distribution Percentage[3] | | | | |
| Under 15 years | 25.9% | 22.1% | (6.7) | 92 |
| 15 - 64 years | 64.1% | 67.4% | 14.8 | 102 |
| 65 years and over | 10.0% | 10.5% | 14.5 | 107 |
| Average Family Size[3] | 3.3 | 3.2 | - | 97 |
| Percentage of population 15 and over having Grade 11 or more education[3] | 55.7% | 66.5% | 36.9 | 105 |
| Average Real Income[4] (1971 dollars) | $6,410 | $7,674 | 19.7 | 101 |

Notes:

1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.

2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).

3) Central Statistics Bureau, Ministry of Economic Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979).

4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

other hand, persons over 65 represent a slightly higher proportion of the Region's population than in British Columbia as a whole. Average family size was slightly below the provincial average in 1976. The average level of education did not grow as rapidly as in the province as a whole, but still exceeds the provincial average. Similarly, growth in average income was slightly slower than in the balance of the province, but incomes are close to the British Columbia average.

### 2.4.3 Economic Activity

Table 9 summarizes the employment situation in the Southwestern British Columbia Tourism Region. The economy of the Region is dominated by the Vancouver Metropolitan Area. Vancouver is the province's leading port city and its centre of trade, finance and industry. The tertiary sector provides by far the largest number of jobs in the Region. Only when the sub-regions are considered separately from the Metropolitan economy does the importance of primary industries become apparent.

The Fraser Valley area is the province's leading agricultural district and provincial agricultural land policy protects this important resource from the inroads of urbanization. The three regional districts in the Fraser Valley, Central Fraser Valley, Dewdney-Alouette and Fraser-Cheam, all have important agricultural sectors supporting many dairy and food processing plants in the valley. Agriculture is also important in areas closer to Vancouver, such as Surrey and Delta, but is overshadowed by the growing industrial and service sectors of the economy.

Forestry in the area is limited mainly to the northern portions of the Region, where topography limits urbanization. Forestry is a major employer in the regional districts of Fraser-Cheam (mainly in the Hope-Harrison area), Sunshine Coast, Powell River and Squamish-Lillooet.

# TABLE 9

## EMPLOYMENT BY ECONOMIC ACTIVITY, 1979

### Major Sources of Economic Activity

| Location | Level of Unemployment | Agriculture | Forestry | Fishing | Mines, Quarries and Oilwells | Forest Products Mfg. | Other Mfg. | Construction | Transportation, Communication, and Utilities | Trade | Finance, Insurance and Real Estate | Health, Education and Welfare | Tourism | Other Services | Public Admin. and Defence |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lower Mainland (including GVRD and Fraser Valley Region) | A | - | - | - | - | - | M | m | M | M | m | M | - | M | m |
| Central Fraser Valley R.D. | A | M | - | - | - | - | M | M | M | M | - | M | - | m | - |
| Dewdney-Allouette R.D. | A | m | - | - | - | M | m | - | - | M | - | M | - | M | M |
| Fraser-Cheam R.D. | H | M | M | - | - | M | m | m | - | M | m | M | M | - | M |
| Sunshine Coast R.D. | - | - | M | - | - | M | - | m | M | M | - | M | m | m | - |
| Powell River R.D. | A | - | M | m | - | M | - | m | M | M | m | M | m | m | M |
| Squamish-Lillooet | - | - | M | - | m | M | - | m | M | m | - | m | m | m | - |
| Total Region | - | - | - | - | - | m | M | m | M | M | m | M | - | - | m |

Notes:
B = Below Average
A = Average
H = Above Average
A = Severe

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)

Sources:
Lower Mainland: Estimates for 1978 provided by G.V.R.D.
Fraser Cheam: Current estimates provided by F.C.R.D.
Central Fraser Valley: Current estimates provided by C.F.R.D. and Abbotsford Canada Employment Centre.
Dewdney-Allouette: Dewdney-Allouette Planning Dept. An Inventory of Business and Related Labour Forces in the D.A.R.D., 1976.
Powell River: Current estimates by Powell River Canada Employment Centre.
Sunshine Coast and Squamish-Lillooet: Ministry of Economic Development B.C. Regional Index, 1978.

Commercial fishing is not a major employer in the Region or in any of its administrative areas. Nonetheless, in 1976 the Region accounted for 53.8% of the commercial fishing licenses issued in the province. Fishing supported 53 fish processing plants in the Region with peak employment of 5,500.

Mining in the Region is limited mainly to production of industrial and structural materials. There is a small amount of metal mining in the Squamish-Lillooet Regional District and the Bralorne area is attracting attention for gold mining.

Secondary manufacturing is highly diversified. Pulp mills, such as those in Powell River, Squamish and Port Mellon on the Sunshine Coast dominate the manufacturing sector in those areas. Some of the province's largest wood products plants and pulp mills are located in the Vancouver Metropolitan Area. In 1978, they employed an estimated 25,000 persons. Other major manufacturing industries are food and beverages, including fish packing, metal fabricating, transportation equipment, chemicals and petro-chemicals, and telecommunications equipment.

The Greater Vancouver Regional District estimates that the tourism and travel industry accounts for only 4% of the Lower Mainland's total employment. Though no employment figures are available, it would appear that tourism is an important segment of the economy of the Squamish-Lillooet Regional District (location of the world class ski resort at Whistler) and in the Sunshine Coast, which is a summer vacation area and an increasingly popular retirement centre for Vancouver residents. Vancouver itself is a significant tourist and convention centre with "doorstep" attractions, including sailing, salt water fishing, skiing, and nearby lakes and wilderness areas. The Fraser Lowland unit has a number of attractive lakes for swimming and boating including Cultus Lake. The Harrison Lake unit is the location of Harrison Hot Springs and a large resort hotel. Further to the east are the Cascade and Skagit Ranges unit which contain areas of growing economic importance as a winter vacation land.

Prospects for future growth include the expansion of light industry, particularly in the fast-growing areas of the Fraser Valley. Expansion is underway at the MacMillan-Bloedel pulp mill in Powell River. Other possible developments in the secondary sector include a fish processing plant at Powell River, expansion of the Tree Island Steel Works in the lower mainland, and a floating dry dock in North Vancouver. Most development is to take place in the tertiary sectory: a new convention centre and sports stadium are under construction in the City of Vancouver, and continued expansion of skiing facilities at Whistler/Blackcomb is underway.

Despite slow population growth, the well-developed secondary and tertiary sectors ensures a pool of labour for tourism enterprises.

The large metropolitan centre provides a strong market base which partially insulates the tourist industry from seasonal variation. Vancouver's position as the province's financial and trade centre and as an international gateway also ensures good use of facilities in the off-season.

The high proportion of retired persons indicates a need for leisure activities to appeal to this group as well as a market for cottages and retirement homes.

### 2.4.4 Events and Attractions

The number and variety of events and attractions in the Southwestern British Columbia Tourism Region illustrate clearly the current level of tourism development. Generally the Region's natural attraction base is good, but in the Fraser Lowland area, which includes Vancouver, there is extensive development of man-made attractions (Appendix 2). The Region is renowned for Vancouver's superb mountain setting, salmon sport fishing, its great variation in climates within one region, the scenic quality of Howe Sound and the Sunshine Coast, cruising in the Strait of Georgia, the awesome Fraser River and the Whistler ski area with the highest vertical drop in North America.

From a natural attractions perspective, the outstanding character of this Region is that within a relatively short distance from a large urban centre, the local terrain permits a wide range of outdoor activities. Along the North shore and Howe Sound through the Powell River area are numerous areas suitable for scuba diving. The extensive park system with its local, regional, provincial and marine parks, among them - Stanley Park, Capilano, Garibaldi and Desolation Sound - invites easy visitor enjoyment of the Region's landscape. All preferences of skiers are catered to from family adventures at Seymour and Hemlock Valley to night skiing at Grouse Mountain, cross-country skiing at Manning Park, advanced runs at Whistler and heli-skiing in the Pacific Coast Ranges. Because of the variety of landforms and hence altitudes, the Southwestern British Columbia Tourism Region is one of the few areas in Canada where outdoor-recreation enthusiasts can simultaneously choose to ski, sail, hike or scuba dive for about three-quarters of the year. Most of the natural attractions are either special landform features, such as the Fraser River and Canyon, Stawamus Chief, several major waterfalls and beaches; or they form the basis for active recreation such as the lakes for boating, canoeing and swimming; the indented coastline for power boating and sailing; the mountainous areas for hiking, photography and mountaineering; and the rivers for kayaking or rafting. Sport fishing, especially for salmon, is a very strong natural attraction with year round opportunities depending on fish species. While there are some populations of large animals, the Region is most noted for its great variety of waterfowl, with several established sanctuaries; also possible is the viewing of eagles and marine life such as killer whales and the collecting of shellfish. Only one developed hot spring exists, in the Harrison Lake unit. Capilano Regional Park with a 1979 attendance of about 325,000 persons is the current most popular natural attraction for which figures are available. Stanley Park, though, would probably substantially exceed this figure but attendance figures are not kept.

Man-made attractions are distributed primarily in the southern section with over 80% contained within the Fraser Lowland landscape/ planning unit, the major populated area. Less populated areas correspondingly have fewer man-made attractions but a base does exist in the Harrison Lake, Whistler/Garibaldi Park, Sunshine Coast, Powell River/Jervis Inlet, Fraser Canyon and Lillooet/Upper Fraser areas. Most other areas have few similar attractions. While British Columbia generally is not known for its cultural attractions the Southwestern British Columbia Region has the strongest array of facilities and programs. A considerable number of live theatres occur in the Fraser Lowland, along with art galleries, ethnic pockets (Chinatown, Maillardville, the Japanese aspects of Steveston) and museums. The Region has the largest number and widest variety of museums with many specialty ones, the Museum of Anthropology at U.B.C. being the most tourist-oriented of these, its collections being of Northwest Indian artifacts. The Region also contains several different gardens, some very well established, while others such as the Minter Gardens near Chilliwack have just opened. Viewing areas such as the Grouse Mountain Superskyride and the Harbour Towers Observation Platform, combined with various harbour cruises, the Royal Hudson steam train excursion to

Squamish and scenic small plane flights provide unusual ways of enjoying the panoramas of the Region.

While some amusements and theme parks do exist in the Region, such as Playland and Flintstones Bedrock City, there are fewer than found in the Victoria area of the Vancouver Island Tourism Region. However, the Vancouver Aquarium with about 750,000 visitors annually is the Region's most popular man-made attractions. Also popular are the Vancouver Game Farm, the two university campuses, the port and the Region's numerous golf courses (more than 55 in number), most of which can be played year round. In addition to the above there are several fish hatcheries and spawning channels, pulp mill tours, winery tours, riding stables, motorsport racing, agricultural tours and specialty shopping areas.

Some new and enlarged attractions are now being planned or developed around the Region. They include: the Pier B.C. - convention centre with hotel and new cruise ship facility in Vancouver; a new enclosed sports stadium in combination with a B.C. Place, provincial showcase in Vancouver; the addition of a Tropical River display and outside waterfall for the Vancouver Aquarium; the opening of the expanded Whistler and Blackcomb-ski area; a Food and Agricultural Demonstration Centre proposed in both Langley and Chilliwack (the plans suggest a model farm, 3,000 seat show arena, a theatre, restaurant, conference facilities, greenhouse, trade show building and demonstration areas for cattle, swine, poultry and fish - patterned on the Dutch Flevohof concept); completion of a new museum/tourist bureau complex at Hope; development of the Cranberry Lake Bird Sanctuary at Powell River; expansion of the Playland amusement park in Vancouver; development of the Edenbank Farm Heritage Park near Sardis and the use of the Samson sternwheeler as a tourist excursion boat on the Fraser River. For some time a major zoological park has been proposed at Tynehead in Surrey, but this development now appears to be under further consideration. The B.C. Museum of Mining at

Britannia Beach is also under expansion and change of role as a regional theme park.

As a result of Tourism B.C.'s Funfest program for 1980, events have received greater prominence resulting in more being scheduled than is normal. The events that were available in 1980 in this Region can be categorized as follows: all types of festivals (spring, summer and cultural); ethnic celebrations (Greek, Chinese, Finnish, Italian, French, Japanese, Portuguese, German and Native Indian); professional sports (hockey, soccer, football); cultural events (music competitions, dancing, singing, folkfests); exhibitions and fairs; trade shows (boat, ski, R.V., car); special hobby shows (coins, stamps, gems, rocks, crafts, antiques); fishing derbies; equestrian events (thoroughbred racing and trotters, horse shows); rodeos; flower shows; participant sports (hockey, curling, marathon events, golf, skiing) and an outstanding air show, the Abbotsford International Air Show. Outside of the Fraser Lowland unit, loggers sports are also found, the Squamish Loggers Day being the largest event. While the Region has a major coast area, and lakes, there are very few purely aquatic events, although there are several sea festivals.

The great majority of events are scheduled from May to September, especially in the Fraser Lowland. In most other planning units the "events season" is even shorter often being only July to September. Winter events are few, even in areas like the Whistler/Garibaldi Park unit where there is a cold winter season. Some of the more unusual events are: the Polar Bear swim in Vancouver, the Sandcastle competition on the beaches of Whiterock, the Annual Buffalo Shoot and Rendezvous in Chilliwack (which is really an antique firearm competition), the International War Dance Festival in Mission and the Christmas Carol Ships on the Fraser River and Vancouver Harbour. The vast majority of events are local in nature, with the Abbotsford Airshow having the highest level of appeal, followed by the B.C. Salmon Derby and the Pacific National Exhibition. Other events have the ability to -reach regional or even broader appeal but are not yet developed to that level.

Within the Region, the Fraser Lowland landscape/planning unit clearly has a combined abundance of attractions and events, with a reasonably good distribution throughout the unit from the North Shore east to Chilliwack. The Whistler/Garibaldi Park unit followed by the Sunshine Coast, Powell River/Jervis Inlet, Fraser Canyon, Lillooet/Upper Fraser and Harrison Lake also offer a combination which is a good base for further development. A unit like Pemberton/Cayoosh Ranges is still quite poorly developed probably because good access is quite a recent phenomenon.

## 2.5 Historical Resources

The Region is rich in history which began before the arrival of the white man with the occupation by Indian tribes about 10,000 B.C. It includes the period of European exploration, which began about 1774, and settlement commencing in 1839 with the establishment of the Hudson Bay Company's Fort Langley as well as the era of resource development. A great deal of the Region's heritage of significant areas, buildings and artifacts has been preserved over the years through the efforts of local and municipal historical societies while the most substantial and visible historic development have been undertaken by Parks Canada Historic Parks Branch and the provincial Heritage Conservation Branch. The Fraser Lowland unit, as the longest settled and most populous area, has the greatest number and variety of heritage resources. Many of the architectural types have become an integral part of the urban character and have contributed substantially to the charm and appeal of the cities and towns for visitors and to the quality of life of the residents. The variety of the Region's historical resources can readily be organized by describing them under their appropriate theme periods.

### 2.5.1 West Coast Indian Theme

Perhaps the most internationally famous cultural/historical resource of the Region and the province is that of the West Coast Indians, a civilization that was flourishing as European exploration and colonization began.

The West Coast Indian culture has a fairly strong market profile as the tribes had achieved, in comparison with the hunting and gathering native culture of the interior, a sophisticated and impressive level of material development, including carved totem poles, wooden long houses, ocean-going dugout canoes and an interesting and dynamic lifestyle, incorporating salmon fishing, sealing, and a complex social structure.

The Indian settlements were concentrated along the coastline of the Strait of Georgia, Juan de Fuca Strait, the fjords of the Southern Coast Mountains and the Fraser Lowland. The coastal environment with its bountiful food supply and wealth of raw materials allowed the development of a complex and vibrant culture typified by the totem pole and potlatch. Many of the artifacts have been preserved in museums, notably the U.B.C. Museum of Anthropology in Vancouver as well as several museums such as the Centennial in Vancouver or local museums as at Powell River, Squamish and Hope. There are also several locations along the Fraser River where abandoned village/seasonal activity sites have been examined by archaeologists and several of these have interpretive potential. Ten kilometres downstream from New Westminster lies a site that has a well preserved late 19th century salmon cannery along with an 8,000 year old Coast Salish Indian occupational site. The deposits represent the longest sequence of occupation yet discovered in this part of British Columbia. Just south of Yale there is a general activity site which is reputed to be the oldest manifestation of human culture in British Columbia. There are examples of several cultural phases and the archaeological findings having been dated to

10,000 B.C. that are of interest. Nearby, 3 km east of Yale is another ancient occupation site dated to 7,000 B.C. The Beach Grove site near Tsawwassen is the last remaining large winter village/midden site in the Lower Mainland. It is a deposit rich in archaeological artifacts; however, it is now threatened by urban development. Undoubtedly there are numerous other areas with ethnographic interpretive potential but they have yet to be thoroughly examined by archaeologists.

Because of the exceptional nature of the Native Indian culture and its relatively low profile in the existing array of the province's historical resources, a study was undertaken to examine the available resources. The marketability of the West Coast Indian culture, its arts, crafts, lifeways is quite high, thus, the possibilities of preserving and/or restoring village sites as tourism attractions should be explored. The Native Indians are emerging as an organized group and they must decide for themselves how and to what degree they should proceed with reviving the culture and crafts in a manner that respects their cultural needs and can be presented so as to be meaningful to visitors, as the Indians at Alert Bay and Cape Mudge in the Vancouver Island Tourism Region have done. It is suggested that the Heritage Conservation Branch or the Provincial Museum be used as the contact department to deal with this issue, as they appear sensitive to the needs of the Native Indians (as well as being cognizant of the significance of the resources) and can perhaps overcome the poor relations that exist between some government agencies and the Native Indian groups.

### 2.5.2 Exploration/Fur Trade Theme

European exploration of the west coast was relatively recent beginning in 1774 and 1775 with two brief Spanish expediations sent north from California. In 1778, Captain James Cook stopped for four weeks at Friendly Cove in Nootka Sound to refit his ship. This was the first lengthy contact of Europeans and West Coast Indians.

It was his descriptions of the abundance of fish, limber and especially fur resources (notably the sea otter) that provided impetus for the trading expeditions that followed. The Spanish sent out mapping expeditions between 1790 and 1792 under Quimper, Narvaez, Galiano, Valdes, charting the Strait of Juan de Fuca and Strait of Georgia. They were responsible for the many Spanish names on present day maps. Captain George Vancouver, R.N. explored the mainland coast from the Columbia River to Southern Alaska at the same time meeting the Spaniards at Point Grey. His passage in July 1792 through Discovery Passage and Johnstone Strait proved that Vancouver Island was not part of the mainland.

By the end of the century in response to Captain Cook's reports, the "fur rush" was on as British, American, Russian and Spanish traders swarmed into the Pacific Northwest after sea otter pelts. The animals were so tame and trusting and the slaughter so ruthless, that by the mid 1800s they became extinct on the coasts of British Columbia, Washington and Oregon. Rapacious energies were then focussed on the seal population with nearly the same results.

The continental fur trade also spurred exploration with Hudson's Bay men searching for water routes to bring furs to the coast of New Caledonia. The Hudson's Bay Company established Fort Langley at the head of ship navigation on the Fraser River as a fur trade post in 1827. It later became a provision post, and also a centre for packing salted salmon and producing agricultural goods for ships and other trading posts. In 1839, the Fort was moved four kilometres upstream, reconstructed and enlarged to the point where it contained three or four bastions and 15 buildings. With the advent of new Brigade Trails by 1848, the Fort also became the major tran-shipment point from ocean vessels to river boats. The Brigade Trails to the interior of the province were developed because the turbulent river systems did not lend themselves to traditional canoe transport, thus, the transfers of trade goods and furs was accomplished by the use of horse trail systems. Two major trails started at Fort Hope, the Peers Brigade Trail leading to Merritt and Kamloops and the Hope Pass Trail to the Okanagan Valley.

Fort Langley National Historic Park has been reconstructed by Parks Canada to recreate the prosperous 1850s. This is the only significant resource in the Region representing this theme period in a dynamic outdoor setting. The palisade, a bastion, officers quarters and an artisan's building, exhibit period furnishings, implements and trade goods along with blacksmithing and carpentry demonstrations. Aside from the fur trade, Fort Langley Historic Park also has interpretive elements related to the beginnings of European settlement and commerce on the Pacific Northwest, the development of early transportation routes and the beginnings of commercial agriculture and fisheries. Visitation has declined markedly in past years from 135,600 in 1975 to 75,000 in 1979. Thus, extensive redevelopment is required to encourage renewed visitation. Other Hudson's Bay Company forts were established at Hope and Yale in 1848 and Berens (Lillooet) in 1859. Their fur trade significance was short-lived and their remains have been obliterated by subsequent gold rush activities.

### 2.5.3 Gold Rush Theme

The discovery of gold in the gravel bars of the Upper Fraser River and at Yale in 1858, touched off one of the most boisterous periods in British Columbia's (and indeed Canada's) history. The influx of gold rush miners and the resultant improvements in agriculture, transportation and government administration activities changed the scale and pace of B.C. development. The California gold rush was waning and within two months of the news reaching San Franscisco, 30,000 prospectors poured into New Caledonia and soon they and thousands more were fanning out up the Fraser and Thompson Rivers.

In November 1858, to establish British law and jurisdiction, the Hudson's Bay Company monopoly was revoked and a Crown Colony proclaimed at a ceremony in Fort Langley. That same year, the introduction of steamboats extended the head of navigation of the Fraser River to Yale thus ending the tran-shipment function of Fort Langley sending it into a decline from which it never recovered.

There was no direct access to the upper Fraser goldfields. This was provided by a project initiated by James Douglas in July 1858 and completed in September 1858. About 500 men were transported to the head of Harrison Lake to build a trail to Lillooet and by using a combination of boats on Harrison, Lillooet, Anderson and Seton Lakes and trails alongside the rivers, Lillooet became "Mile O" on the Cariboo Wagon Road; and the Harrison-Lillooet Trail became the main route to the Cariboo gold fields with steamers put into service on the lakes. In 1859, members of the Royal Engineers widened the trail and the towns of Port Douglas, Port Pemberton, Port Anderson, Port Seton and a series of roadhouses (4 mile, 10 mile, 16 mile, 29 mile, Halfway House) were established.

The construction of the Fraser Canyon section of the 377 mile Cariboo Wagon Road began in 1861. When completed in 1864, the Harrison-Lillooet route was abandoned as the Wagon Road was constructed for oxen-towed freight wagons.

There is excellent interpretive, display and development potential for this theme period in the Region, especially in towns along the transportation routes, transhipment towns and road houses. The Harrison-Lillooet route has the best overall potential for heritage conservation34) and for historic resource development with tourism potential. Features of importance include: the remnants of undisturbed portions of the original 1858 wagon road; ruins at Port Douglas; the steamboat service on the lake system; 29 Mile House roadhouse; Indian pithouse sites along the Birkenhead River; St. Agnes' Well Hotspring; provincially significant Holy Cross Catholic Church at Skookumchuck[35)]; Seton Portage Historic Park (small portion of original railbed); extensive Indian archaeological sites, especially the large pithouse village at the east end of Seton Lake; the nearby large pictograph site; and Lillooet with its long history of Indian and European settlement and position as "Mile 0" in the original Cariboo Wagon Road.

The Harrison-Lillooet 1858-1864 Gold Rush route has excellent capability for development as a provincial heritage/recreation corridor as the outdoor recreation opportunities (fishing, boating, camping) complement the development potential of the historical resources.

Yale, as the head of navigation on the Fraser River and the starting point of the second Cariboo Wagon Road also has good potential for heritage resource development based on the Church of St. John the Divine (1861), the oldest in the province; gold storage vaults; steamboat moorage rings; the houses of historic significance. The town also has importance for its position at the start of the Hudson Bay Company's brigade trail to Fort Kamloops 1848 to 1860, and as headquarters for the construction of the C.P.R. through the Fraser Canyon in 1881.

### 2.5.4 Pioneer Settlement/Resource Development Theme

Agriculture and settlement in the Region began in the 1830s on the Langley Prairie, part of the Hudson Bay Company's operations that supplied farm produce and packed salt salmon to Pacific forts and Company ships. Agricultural expansion continued in the Fraser Lowland in the 1850s and 1860s in response to the demands for food by the influx of gold miners in the Cariboo. The numerous hand implements and early mechanized farm implements are on display in various museums in the Fraser Lowland e.g. Matsqui-Sumas-Abbottsford Museum, Wells Centennial Museum (Chilliwack), B.C. Farm Machinery Museum (Fort Langley), Langley Centennial Museum and National Exhibition Centre, and the Surrey Museum (Cloverdale).

Further examples of pioneer lifestyles and early town living are provided in such places as the Heritage Village in Burnaby, a replica pioneer village museum circa 1890-1920; Irving House Historic Centre and Museum (New Westminster); Wells Centennial Museum (Chilliwack); Langley Centennial Museum; Lillooet Museum; Squamish Museum; Surrey Museum; Elphinstone Pioneer Museum (Gibsons); and the Kilby Historic Park at Harrison Mills with a museum and store being developed by the Heritage and Parks Branches. Most interpretive material for this theme segment is concentrated in the Fraser Lowland especially in the Greater Vancouver area, the Langley area and to a lesser extent, the Chilliwack area.

The gold rush also provided a stimulus to the forest industry in the Lower Mainland with commercial scale logging and sawmilling occuring particularly along the shores of Burrard Inlet. Wood was also exported to other Pacific coast countries as well. Logging sites were close to tidewater so that timber could be floated to the sawmills, which in turn, were located at sources of hydromechanical power. The construction of the C.P.R. in the last two decades of the 1800s brought the forest industry out of its 1870s slump and new methods of logging were employed such as the change from bull and horse team-skid road logging to high lead yarding systems and the use of steam (donkey) engines and narrow-gauge logging railways. The methods and equipment used are displayed in several museums, e.g. B.C. Farm Machinery Museum (Fort Langley), North Shore Museum and Archives (North Vancouver), Port Moody Museum and Powell River Historical Museum. This theme segment is not as well represented in Southwestern British Columbia Tourism Region as it is in the Vancouver Island Tourism Region.

The mining boom that, at the beginning of the 20th century made it the most important sector of the provincial economy, is well represented in the Region only at the B.C. Museum of Mining at Brittania. The site of the former Anaconda copper mine provides working displays of antique and modern mining equipment and methods, an underground train, gold panning, and tours of the mill.

The era of railroad construction was an important period for the Region as it stimulated the forest industry with its demand for wood, but more importantly the completion of the C.P.R. to the coast in 1886 stimulated the development of Vancouver as a port city as the wealth of raw materials from the interior of the province and the prairie provinces could now reach the nations on the Pacific.

### 2.5.5 Maritime Heritage

This is a theme that has a close relationship with the other historical themes of the Region, as the ocean was an important source of food for the native people, early settlers and served as the main highway for the transportation of people and goods during the development of the fur trade, the colony and the province. The rich food supply of the coastal zone, particularly salmon but also shellfish, herring and seals, was instrumental in the development of the vibrant Indian culture. Ocean going dugout canoes commonly plied the waters of Strait of Georgia and Juan de Fuca Strait between the tribes of the mainland and Vancouver Island.

Early in the history of European settlement, salmon were taken not only as an immediate food source but also as an item for offshore trade in the form of salted, packed salmon to the Hudson Bay Company's Pacific coast forts and ships. In particular, thousands of barrels of salmon were exported annually to other Pacific areas e.g. Hawaii, Australia. Salmon fishing has historically been an important occupation in the Region, notably at Steveston and other centres in the Fraser Delta with herring, groundfish (halibut, sole) and shellfish also of importance.

The maritime heritage is also very evident in the Spanish and British exploration/fur trade period as well. Hudson's Bay Company ships sailed the waters between Fort Langley and Fort Victoria with S.S. Beaver in 1836 as the first steamship in the north Pacific Region serving fur traders, the governor, and gold miners till she ran aground on the rocks of Prospect Point in 1888. A replica of this paddle wheeler now serves as a tour ship in Burrard Inlet. New Westminster became a shipbuilding centre and coastal schooners and sternwheelers were constructed from the abundant local timber. Until the completion of the C.P.R., riverboats were the major means of transport between Vancouver and Hope. Replicas of sternwheelers now serve as tourist boats in Burrard Inlet. By the late 1880s the famed Canadian Pacific Steamships were sailing between British Columbia and the Orient making Vancouver a major world port. Steamships such as the elegant sidewheeler Olympian and the Canadian Pacific "Princess" fleet linked Vancouver Island to the mainland with regular services and freighters, tugboats and passenger vessels also sailed to coastal villages, logging camps, mining centres and fish canneries. The romance of this historic theme is captured in the Vancouver Maritime Museum which also houses the Arctic patrol vessel St. Roch, a National Historic Site, a replica of the steam launch "Arctic" and various models, photographs and paintings. Steveston is a good place to visit for the commercial fishing aspect as it is a long established fishing community with a strong Japanese presence. Overall the maritime heritage of the Region is not well developed at present, however, the port of Vancouver or Howe Sound might be a good place for some further interpretation, perhaps in conjuction with a steamer excursion to Bowen Island (as was very popular in Vancouver in the 1920s and 1930s) using the old General Store - the last of the

Union Steamship Co. buildings. Bowen Island also has good recreational capability suitable for day use activities to round out the experience of going on this type of excursion.

### 2.5.6 Summary

With the exception of the Fraser Lowland landscape/planning unit with the historic sites/parks, houses, museums and art galleries, the Region does not have a well developed array of heritage resources. The best opportunities for further historical resource development occur in the recreation/heritage corridor of the Harrison-Lillooet gold rush route and in the gold rush and railroad construction elements associated with Yale and the Fraser Canyon. The West Coast Indian theme has yet to be properly presented to tourists outside of a museum setting despite the fact that many parts of the Region have large Native Indian populations and significant archaeological resources. Aspects of the Native Indian culture could be represented as part of the Harrison-Lillooet trail development, however, the culture has a sufficiently strong image that it has the capability to be an independent attraction.

## 2.6 Summary and Assessment of Tourism Resources

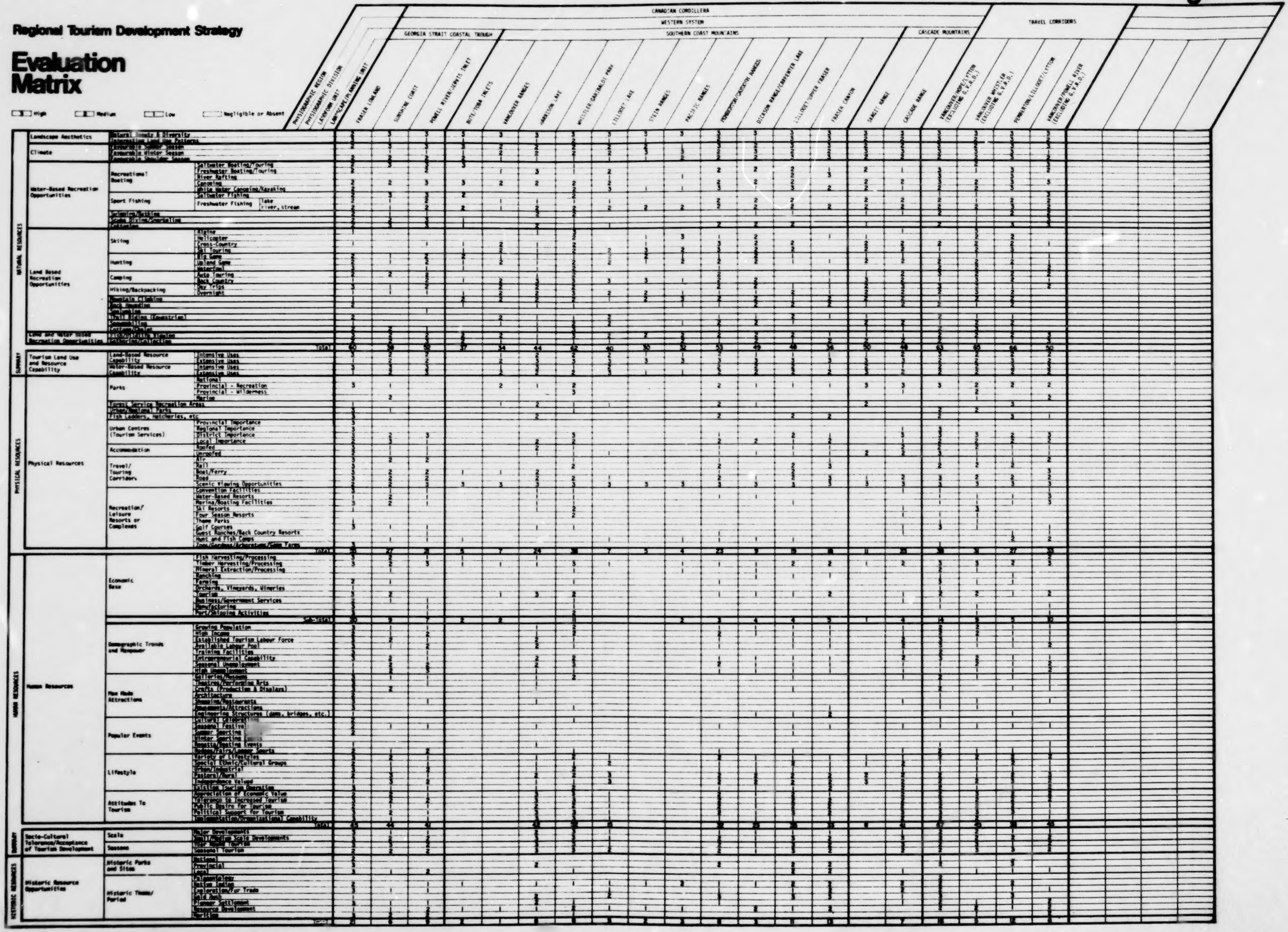
As outlined in Section 2.2.2, landscape/planning units have been identified and mapped for the Southwestern British Columbia Tourism Region and an inventory of the natural resources completed (Figure 1). In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historical resources. Based on this research, the planning team evaluated the resources within each landscape/planning unit and associated with certain travel corridors to determine those units with the highest capability for tourism in the form of natural, physical, human and historical assets.

Figure 2

Regional Tourism Development Strategy

# Evaluation Matrix

☐ High ☐ Medium ☐ Low ☐ Negligible or Absent



PHYSIOGRAPHIC REGION: CANADIAN CORDILLERA
PHYSIOGRAPHIC DIVISION: WESTERN SYSTEM
LANDFORM UNIT: GEORGIA STRAIT COASTAL TROUGH; SOUTHERN COAST MOUNTAINS; CASCADE MOUNTAINS
LANDSCAPE/PLANNING UNIT: FRASER LOWLAND; SUNSHINE COAST; POWELL RIVER/JERVIS INLET; BUTE/TOBA INLETS; VANCOUVER RANGES; HARRISON LAKE; WHISTLER/GARIBALDI PARK; LILLOOET LAKE; STEIN RANGES; PACIFIC RANGES; PEMBERTON/CAYOOSH RANGES; DICKSON RANGE/CARPENTER LAKE; LILLOOET/UPPER FRASER; FRASER CANYON; SKAGIT RANGE; CASCADE RANGE

TRAVEL CORRIDORS: VANCOUVER/HOPE/LYTTON (EXCLUDING G.V.R.D.); VANCOUVER/WHISTLER (EXCLUDING G.V.R.D.); PEMBERTON/LILLOOET/LYTTON; VANCOUVER/POWELL RIVER (EXCLUDING G.V.R.D.)

| | | | |
|---|---|---|---|
| NATURAL RESOURCES | Landscape Aesthetics | Natural Beauty & Diversity | |
| | | Interesting Land Use Patterns | |
| | Climate | Favourable Summer Season | |
| | | Favourable Winter Season | |
| | | Favourable Shoulder Season | |
| | Water-Based Recreation Opportunities | Recreational Boating | Saltwater Boating/Touring |
| | | | Freshwater Boating/Touring |
| | | | River Rafting |
| | | | Canoeing |
| | | | White Water Canoeing/Kayaking |
| | | Sport Fishing | Saltwater Fishing |
| | | | Freshwater Fishing – lake |
| | | | Freshwater Fishing – river, stream |
| | | Swimming/Bathing | |
| | | Scuba Diving/Snorkelling | |
| | | Cottaging | |
| | Land Based Recreation Opportunities | Skiing | Alpine |
| | | | Helicopter |
| | | | Cross-Country |
| | | | Ski Touring |
| | | Hunting | Big Game |
| | | | Upland Game |
| | | | Waterfowl |
| | | Camping | Auto Touring |
| | | | Back Country |
| | | Hiking/Backpacking | Day Trips |
| | | | Overnight |
| | | Mountain Climbing | |
| | | Rock Hounding | |
| | | Spelunking | |
| | | Trail Riding (Equestrian) | |
| | | Snowmobiling | |
| | | Cottages/Chalets | |
| | Land and Water Based Recreation Opportunities | Fish/Wildlife Viewing | |
| | | Gathering/Collecting | |
| | | Total | |
| SUMMARY | Tourism Land Use and Resource Capability | Land-Based Resource Capability | Intensive Uses |
| | | | Extensive Uses |
| | | Water-Based Resource Capability | Intensive Uses |
| | | | Extensive Uses |
| PHYSICAL RESOURCES | Physical Resources | Parks | National |
| | | | Provincial - Recreation |
| | | | Provincial - Wilderness |
| | | | Marine |
| | | Forest Service Recreation Areas | |
| | | Urban/Regional Parks | |
| | | Fish Ladders, Hatcheries, etc | |
| | | Urban Centres (Tourism Services) | Provincial Importance |
| | | | Regional Importance |
| | | | District Importance |
| | | | Local Importance |
| | | Accommodation | Roofed |
| | | | Unroofed |
| | | Travel/Touring Corridors | Air |
| | | | Rail |
| | | | Boat/Ferry |
| | | | Road |
| | | | Scenic Viewing Opportunities |
| | | Recreation/Leisure Resorts or Complexes | Convention Facilities |
| | | | Water-Based Resorts |
| | | | Marina/Boating Facilities |
| | | | Ski Resorts |
| | | | Four Season Resorts |
| | | | Theme Parks |
| | | | Golf Courses |
| | | | Guest Ranches/Back Country Resorts |
| | | | Hunt and Fish Camps |
| | | | Zoos/Gardens/Arboretums/Game Farms |
| | | Total | |
| HUMAN RESOURCES | Human Resources | Economic Base | Fish Harvesting/Processing |
| | | | Timber Harvesting/Processing |
| | | | Mineral Extraction/Processing |
| | | | Ranching |
| | | | Farming |
| | | | Orchards, Vineyards, Wineries |
| | | | Tourism |
| | | | Business/Government Services |
| | | | Manufacturing |
| | | | Port/Shipping Activities |
| | | Sub-total | |
| | | Demographic Trends and Manpower | Growing Population |
| | | | High Income |
| | | | Established Tourism Labour Force |
| | | | Available Labour Pool |
| | | | Training Facilities |
| | | | Entrepreneurial Capability |
| | | | Seasonal Unemployment |
| | | | High Unemployment |
| | | Man Made Attractions | Galleries/Museums |
| | | | Theatres/Performing Arts |
| | | | Crafts (Production & Displays) |
| | | | Architecture |
| | | | Shopping/Restaurants |
| | | | Amusements/Attractions |
| | | | Engineering Structures (dams, bridges, etc.) |
| | | Popular Events | Cultural Celebrations |
| | | | Seasonal Festivals |
| | | | Summer Sporting Events |
| | | | Winter Sporting Events |
| | | | Regatta/Boating Events |
| | | | Rodeos/Fairs/Logger Sports |
| | | Lifestyle | Variety of Lifestyles |
| | | | Special Ethnic/Cultural Groups |
| | | | Urban/Industrial |
| | | | Pastoral/Rural |
| | | | Independence Valued |
| | | | Existing Tourism Operation |
| | | Attitudes To Tourism | Appreciation of Economic Value |
| | | | Tolerance to Increased Tourism |
| | | | Public Desire for Tourism |
| | | | Political Support for Tourism |
| | | | Implementation/Organizational Capability |
| | | Total | |
| SUMMARY | Socio-Cultural Tolerance/Acceptance of Tourism Development | Scale | Major Developments |
| | | | Small/Medium Scale Developments |
| | | Seasons | Year Round Tourism |
| | | | Seasonal Tourism |
| HISTORIC RESOURCES | Historic Resource Opportunities | Historic Parks and Sites | National |
| | | | Provincial |
| | | | Local |
| | | Historic Theme/Period | Palaeontology |
| | | | Native Indian |
| | | | Exploration/Fur Trade |
| | | | Gold Rush |
| | | | Pioneer Settlement |
| | | | Resource Development |
| | | | Maritime |
| | | Total | |

| | Fraser Lowland | Sunshine Coast | Powell River/Jervis Inlet | Bute/Toba Inlets | Vancouver Ranges | Harrison Lake | Whistler/Garibaldi Park | Lillooet Lake | Stein Ranges | Pacific Ranges | Pemberton/Cayoosh Ranges | Dickson Range/Carpenter Lake | Lillooet/Upper Fraser | Fraser Canyon | Skagit Range | Cascade Range | Vancouver/Hope/Lytton (Excluding G.V.R.D.) | Vancouver/Whistler (Excluding G.V.R.D.) | Pemberton/Lillooet/Lytton | Vancouver/Powell River (Excluding G.V.R.D.) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total (Natural Resources) | 60 | 38 | 50 | 37 | 34 | 44 | 62 | 40 | 30 | 32 | 53 | 49 | 48 | 36 | 50 | 48 | 63 | 65 | 66 | 50 |
| Total (Physical Resources) | [illegible] | 27 | 21 | 5 | 7 | 24 | 38 | 7 | 5 | 4 | 23 | 9 | 19 | 8 | 11 | 25 | 38 | 31 | 27 | 33 |
| Sub-total (Economic Base) | 20 | 9 | 7 | 2 | 2 | | 11 | | | 2 | 3 | 4 | 4 | 5 | 1 | 4 | 14 | 9 | 5 | 10 |
| Total (Human Resources) | 45 | 44 | 41 | | | 42 | [illegible] | [illegible] | | | 32 | [illegible] | [illegible] | [illegible] | 8 | 41 | 57 | [illegible] | [illegible] | 45 |
| Total (Historic Resources) | 21 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

2

The Evaluation Matrix (Figure 2) lists vertically the various tourism attractions in the four major resource divisions and lists horizontally the Region's 16 landscape/planning units and four travel corridors. Each tourism asset within the landscape/planning units and corridors was evaluated and assigned a value ranging from 0 to 3 with 3 being the highest value received and denoting an abundance and high quality of a particular asset (Appendix 4). In this manner, within each landscape/planning unit or corridor, the comparative abundance or scarcity of the natural, physical, human and historical resources can be identified. For example, the Dickson Range/Carpenter Lake unit was found to have considerable natural resource assets but a low level of development of the human and physical resources. In referring to Figure 2, comparisons can also be made between units for each of the four resource divisions in order that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

For summary purposes, the landscape units and travel corridors with the highest scores for each tourism resource type are listed in Table 10.

The landscape/planning units with their combination of topographic, biotic and climatic characteristics with scenic mountain, valley and coastal settings provide virtually a complete range of extensive and intensive tourism/recreation opportunities often in close proximity to one another. Geography, climate and history have determined that present developments have a strong river valley and coastline orientation.

For natural resources, first and third ranked landscape/planning units (Whistler/Garibaldi Park and Pemberton/Cayoosh Range) have high capability for land-based tourism and both intensive and extensive recreation development supported by moderate water-based development capability. The second and fourth ranked units

(Fraser Lowland and Powell River/Jervis Inlet) have high capability for intensive water-based tourism development accompanied by considerable extensive uses on both saltwater and fresh water supported by generally moderate capability for land-based activities. Because of the great variations in elevation the Whistler/Garibaldi Park and Pemberton/Cayoosh Range have good cold weather and warm weather seasons while the Fraser Lowland and Powell River/ Jervis Inlet units are closer to sea level, thus, the prime tourism activities are focussed on the warm weather and shoulder seasons with some specialty winter activities.

### TABLE 10
### SUMMARY EVALUATION OF HIGHEST RANKED LANDSCAPE/PLANNING UNITS AND TRAVEL CORRIDORS BY KEY TOURISM RESOURCES

| Landscape/Planning Units with | Travel Corridors with |
|---|---|
| Highest Natural Resource Scores | Highest Natural Resource Scores |
| 1. Whistler/Garibaldi Park | 1. Pemberton-Lillooet-Lytton |
| 2. Fraser Lowland | 2. Vancouver-Hope-Lytton and Vancouver-Whistler |
| 3. Pemberton/Cayoosh Range | |
| 4. Powell River/Jervis Inlet | |
| Highest Physical Resource Scores | Highest Physical Resource Scores |
| 1. Fraser Lowland | 1. Vancouver-Hope-Lytton |
| 2. Whistler/Garibaldi Park | 2. Vancouver-Powell River |
| 3. Sunshine Coast | |
| Highest Human Resource Scores | Highest Human Resource Score |
| 1. Fraser Lowland | 1. Vancouver-Hope-Lytton |
| 2. Whistler/Garibaldi Park | |
| 3. Sunshine Coast | |
| Highest Historical Resource Scores | Highest Historical Resource Scores |
| 1. Fraser Lowland | 1. Vancouver-Hope-Lytton |
| 2. Fraser Canyon | 2. Pemberton-Lillooet-Lytton |
| 3. Lillooet/Upper Fraser | |

This assessment of resource capability has facilitated the development of land-based four-season resorts supported by water-based activities in the Whistler/Garibaldi Park and Pemberton/Cayoosh Range units. The generally low level of existing development therefore allows for any intensive developments to be completed. For the Fraser Lowland and Powell River/Jervis Inlet units, tourism development should take advantage of the coastal and inland water features during the warm weather and shoulder seasons and be supported by specialty cold weather activities.

It should be noted that the Skagit Range, Dickson Range/Carpenter Lake, Lillooet/Upper Fraser and Cascade Range Landscape/planning units rank closely behind the top four units with moderate to high land-based and/or water-based recreational capability in each unit. The undeveloped nature of their landscapes and their climatic regimes permit extensive land and water-based activities during the cold weather and warm weather seasons.

All four of the travel corridors score highly in terms of their natural resource attributes and capabilities, with the Pemberton-Lillooet-Lytton route being the highest in terms of extensive and intensive uses of the water and land base during all four seasons. The Vancouver-Hope-Lytton corridor ranks highly because of the variety of developed resources in the Fraser Lowland and along the Fraser River. The Vancouver-Whistler corridor is noteworthy for the linkages between Howe Sound coastal recreation, Garibaldi Park for extensive land-based recreation and the four-season intensive recreation opportunities afforded by the resort development underway at Whistler.

With regard to developed physical resources, the most populated landscape/planning unit, Fraser Lowland, ranks the highest, having the greatest availability of tourism services, accommodation, the largest supply of convention facilities, a variety of travel modes entering and traversing the unit, a large number of golf courses and many special attractions such as the Van Dusen Botanical Gardens or the Vancouver Game Farm. Somewhat down the scale, but ranking second and third, were the Whistler/Garibaldi Park and Sunshine Coast landscape/planning units. In the Whistler/Garibaldi Park unit there are important wilderness park areas, while the other unit is strong on marine recreation development. The ski hill and four-season resort development now occurring at Whistler-Blackcomb and the moderately large tourism service centre at Squamish are the main reasons the current physical resource base is considered of a slightly higher rank. Also receiving similar scores were the Harrison Lake, Cascade Range, Pemberton/Cayoosh and Powell River/Jervis Inlet units. While still not extensively developed there is some variety to the type of leisure complexes available (i.e. the hot springs, Hemlock Valley skiing) in the Harrison Lake unit, while the Cascade Range has a good accommodation base in Hope and a very popular provincial recreation facility in Manning Park. Both of the other two units are strong on travel corridor and scenic-viewing opportunities.

By travel corridor, the Vancouver-Hope-Lytton route ranks first having a number of tourism service centres, substantial accommodation - both roofed and unroofed, a variety of golf courses and excellent road touring opportunities. Also important is the Vancouver-Powell River corridor which has an array of water-based resorts and facilities, ferry and air access and splendid viewing opportunities both on the water and along the coastal road. The other two corridors also scored quite high although neither has been developed with tourism activities for the same period of time as the corridors to Lytton and Powell River.

The Fraser Lowland landscape/planning unit with its wealth of man-made attractions including a wide range of museums, a variety of theatres, a multitude of restaurants and a strong craft base, along with diverse lifestyles and a very strong supportive attitude towards tourism, ranks far ahead of the other units on the basis of human resources. This unit, in fact, has long been attractive to tourists who often travel to the unit because of its superb physical setting and whose enjoyment of the unit is enhanced by the diversity of the lifestyles, quality of the man-made attractions and general good reception. The Whistler/Garibaldi Park landscape/ planning unit is ranked second primarily because of its residents' very positive attitude towards tourism and economic variety, the basis of its strong lifestyle mix. Ranked third was the Sunshine Coast landscape/planning unit, an area that is particularly independent minded and still pastoral within much of the developed part of the unit. Not far behind were the Harrison Lake, Powell River/Jervis Inlet and Cascade Ranges units; two of these units in particular, have quite positive attitudes towards further tourism development. Essentially unpopulated units such as the Pacific Ranges have extremely poor human resources bases.

Again, the Vancouver-Hope-Lytton travel corridor ranks far ahead of the other three corridors, which all ranked quite closely to each other. Even excluding the Greater Vancouver centre, the communities along the corridor have very positive attitudes towards tourism (i.e. Langley through to Chilliwack, Hope and Yale). There is a stronger man-made attraction and event base than other corridors, as well as a greater availability of trained labour and entrepreneurial skills. The other corridors are generally strongest in the variety of lifestyles they offer, but both the Vancouver-Whistler and Pemberton-Lillooet-Lytton residents also have expressed a strong preference for increased tourism.

Predictably, the landscape/planning unit with the largest population has the greatest range and highest level of development of the historical resources. The Fraser Lowland was the early focus of settlement and transportation routes; thus, it has a strong representation of virtually all the historical themes of the province. The Fraser Canyon and Lillooet/Upper Fraser landscape units are well endowed with interpretive capability for the Cariboo Gold Rush transportation and Indian archaeological elements with the Canyon also having railway construction elements.

The Vancouver-Hope-Lytton corridor contains parts of the province's earliest and most important transportation routes, thus it ranks highly in almost all historical themes as well as providing access to the numerous heritage developments of the Fraser Lowland landscape/planning unit. The Pemberton-Lillooet-Lytton corridor is notable for the heritage development potential associated with the two main routes to the Cariboo gold fields and for Native Indian elements.

In summary, while the Fraser Lowland landscape/planning unit does not have the highest scoring natural resource base, it does come second and ranks first in the three other major categories making it clearly the strongest unit for tourism development. This is already well reflected in the level of investment in the unit. In total, the Whistler/Garibaldi Park landscape/planning unit would rank second having not only very good natural resources but a reasonably strong physical resource base as well as community attitudes which encourage tourism development. Several other units namely, Powell River/Jervis Inlet, Cascade Ranges, Harrison Lake, Pemberton/Cayoosh Ranges, Sunshine Coast and Lillooet/Upper Fraser, rank very closely to each other when evaluated in all four categories. They differ primarily by the nature of the experience they offer - marine, mountain adventure, resort and heritage backcountry and their current extent of tourism infrastructure. None of these units has a large population and only the Cascade Ranges is on an existing major travel route.

As an important travel corridor, the Vancouver-Hope-Lytton route scored highest, leading in three categories and second in one, natural resources. This corridor has a range of landscapes, strong heritage associations, and a good population base which makes attraction and accommodation development considerably easier. The other three travel corridors are all similar in overall ranking although the Pemberton-Lillooet-Lytton corridor has an excellent natural resource base and a strong historical aspect which has received little interpretation to date.

FOOTNOTES:

1. Survey of Sportfishing in B.C. in 1975, Fish and Wildlife Branch, 1979.

2. Summary of Revenue Derived from the Sale of Various Licenses, Collections, Etc., April 1978 to March 1979, Fish and Wildlife Branch.

3. 1975 Survey of Sport Fishing in B.C.'s Tidal Waters, Summary of Results, Fisheries and Marine Service, 1977.

4. There are some people who believe the Salmonoid Enhancement Program will never achieve its goal of increasing fish stocks to pre-1900 levels due to continued habitat loss and declining water quality in areas critical to fish spawning and rearing.

5. Fraser River Estuary Study: Summary, Canada - B.C. Fraser River Estuary Study Steering Committee, 1978.

6. Estimates of B.C. Resident Hunter Activity and Harvest, 1978-1979, Fish and Wildlife Branch.

7. Report No.7, Economics of Wildlife and Recreation, Quadra Economic Consultants Limited, 1977.

8. Ibid.

9. Paraphrased from A Study of the British Columbia Helicopter Skiing Industry for Canada - B.C. TIDSA by Ski Consultants Inc., Resort Planning Group, 1980.

10. A Study of British Columbia Ski Areas and Their Market Potential for Canada - B.C. TIDSA by Sno-Engineering Inc., et al, October 1979.

11. British Columbia River Rafting Study for Canada - B.C. TIDSA by Thomspon Berwick Pratt & Partners, et al, 1979.

12. TIDSA has commissioned a special study to identify and rank the hot springs throughout British Columbia.

13. Study of Yacht Chartering Potential in British Columbia by Stevenson & Kellogg, January 1980, and

    Study of Cruise Ship Operations in British Columbia by Case Existological Laboratories, January 1980, both prepared for Canada - B.C. TIDSA.

14. It is considered appropriate to deal with the Strait of Georgia as a unit whether the users are based in the Vancouver Island or Southwestern British Columbia Tourism Region.

15. Data Handbook, Parks and Outdoor Recreation Division, Victoria, 1979 and 1980.

16. Three Year Capital Development, Acquisition and Planning Program, Parks and Outdoor Recreation Division, 1979.

17. Tourist Accommodation, B.C., Ministry of Tourism, 1979.

18. Resident Boating in Strait of Georgia, Fisheries and Marine Service, Environment Canada, Vancouver, 1974.

19. Household Facilities and Equipment 1971, 1974, 1976, Statistics Canada, Ottawa.

20. A General Survey of Non-Resident Boating Populations in the Gulf of Georgia, Fisheries and Oceans, Vancouver, 1979.

21. Howe Sound Overview Study, Environment and Land Use Committee Secretariat, Victoria 1980.

22. Hotsprings of Western Canada - A Complete Guide, McDonald, Pollock, McDermot, Labrador Tea Co., 1977.

23. Pannell, Kerr, Forster & Associates, Regional Supply/Demand Analysis, 1979 (estimated for 1979).

24. B.C. Inventory of Accommodation Facilities (1979), B.C. Research.

25. Ibid.

26. 1978 Campground Attendance Profiles

27. Summer Traffic Volumes for years 1974 to 1977 on Provincial Highways in British Columbia, Traffic Engineering Branch, Ministry of Highways and Public Works.

28. Conversations with Ministry of Transportation and Highways staff, June 9, 1980.

29. Op.cit., Summer Traffic Volumes, 1974 to 1977.

30. Conversation with Ministry of Transportation and Highways staff, June 9, 1980.

31. Ibid.

32. All route and volume information provided by the B. C. Ferry Corporation.

33. According to the Restaurant & Foodservices Association of B.C., 2,000 food establishments are in the Greater Vancouver area, with 1,200 being in the City of Vancouver, 1980.

34. Lillooet-Fraser Heritage Resource Study, Heritage Conservation Branch, 1978.

35. This church is an excellent expression of native talent and the adaptation of European architecture to local resources. There are many examples or ornate hand-carving.

# 3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS.

## 3.1 Introduction

The following chapter describes the current development of tourist activity in the Southwestern British Columbia Tourism Region. The utilization of tourism resources is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities they participate in. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

## 3.2 Tourism Markets

### 3.2.1 Existing Markets

Within the report British Columbia Tourism Development Strategy, the types of resources which generate travel to or within British Columbia by the various market segments were identified. During the course of this study, the resources of each region have been evaluated in terms of the markets they could attract and the existing level of participation in various activities were estimated. The results for the Southwestern British Columbia Tourism Region are shown in Figure 3, the Tourism Resource/Market Opportunity Matrix. For each of the market segments it shows the resources which generate travel in that market (market opportunity), the abundance of the resources available in the Region (resource opportunity) and the existing level of utilization of the resource (existing market). The resources are expressed in terms of the types of tourism related activities which they generate. A comparison of these factors for each activity assisted the study team in identifying the potential for resource development and increased market penetration.

### 3.2.2 Perceived Markets

During the course of this study briefs were solicited from tourism industry representatives, associations and other interested parties within the Southwestern British Columbia Tourism Region. Forums were held in Hope, Powell River and Vancouver where these briefs were discussed. Residents of the Region reported that in the Lower Mainland, tourists arrive from a number of areas including the United States, other parts of Canada, and Europe. Recently, the number of European, notably German, and Japanese tourists seems to have increased. Forum participants also reported an increase in the number of fly/drive visitors and tour buses. Outside of Vancouver most tourists travel by car, but residents believe circle bus tours are becoming more popular. Along the coast north of Vancouver, tourists are primarily from Alberta and the Lower Mainland and some arrive by boat or plane. Residents of the Southwestern British Columbia Tourism Region seem to believe that future market trends will lean towards more package tours and more out-of-province and international tourists.

### 3.2.3 Market Opportunities

An examination of the Resource/Market Opportunity Matrix (Figure 3) indicates that the Southwestern British Columbia Tourism Region has a mature and diverse tourism industry. It is able to hold much of the large regional market and has also captured a major share of the U.S. market. Many opportunities exist however, for greater exploitation of resources which attract the specialty markets, particularly among other Canadian and international visitors. Though the Region receives many visitors from other parts of the province, their participation in more tourist related activities could be expanded in many ways.

Table 11 summarizes the activities which could be expanded with further development and promotion. It also pinpoints the market segments to which such efforts could most effectively be directed.

# Southwestern B.C.

## Figure 3

## Tourism Resource/ Market Opportunity Matrix

MARKET OPPORTUNITIES

- ● Strong market generator. Many people will travel for this purpose.
- ○ Weak market generator. Some people will travel for this purpose; more will participate if available.
- ☐ Poor market generator. Few people will travel for this purpose; more may participate if available.

RESOURCE OPPORTUNITIES

- ● Abundant resource opportunities both existing and potential.
- ○ Moderate opportunities both existing and potential.
- ☐ Severely limited or no opportunities available.

EXISTING MARKET PARTICIPATION LEVEL

- ● High levels of participation. Many people presently travel for this purpose.
- ○ Moderate levels of participation. Appreciable numbers of people presently travel for this purpose.
- ☐ Low levels of participation. Few people presently travel for this purpose.

| TOURISM RECREATION OPPORTUNITY | | | | MARKET SEGMENTS AND RESOURCE OPPORTUNITIES | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | International Market | | | U.S.A. Market | | | Inter-provincial Market | | | Provincial Market | | | Regional Market | | |
| | | | | Market Opportunity | Existing Market | Resource Opportunity | Market Opportunity | Existing Market | Resource Opportunity | Market Opportunity | Existing Market | Resource Opportunity | Market Opportunity | Existing Market | Resource Opportunity | Market Opportunity | Existing Market | Resource Opportunity |
| NATURAL RESOURCES | Water-Based Recreation Opportunities | Boating | Saltwater Boating/Touring | ○ | | ○ | ● | ● | ● | ● | ○ | ● | ● | ○ | ● | ● | ● | ● |
| | | | Freshwater Boating/Touring | | ○ | | ○ | ● | ○ | ○ | ○ | ● | ● | | ○ | ● | ● | ● |
| | | | River Rafting | ○ | ○ | ○ | ○ | ○ | ○ | ○ | | ○ | ● | | ○ | ● | ● | ○ |
| | | | White Water Canoeing/Kayaking | | | ○ | | | ○ | | | ● | | | ● | | ○ | ● |
| | | | Canoe Tripping | ● | | | ● | | | ● | | | ● | | | ● | ○ | ○ |
| | | Fishing | Saltwater Sportfishing | ○ | | ○ | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● |
| | | | Freshwater Sportfishing | ○ | | | ○ | ○ | | ○ | | ○ | ○ | | | ○ | ● | ○ |
| | | Swimming/Bathing | | | | | ○ | ● | | ○ | | | ○ | | | ○ | ● | ○ |
| | | Water Skiing | | | | | | ○ | | ○ | | | ● | | | ● | ○ | ○ |
| | | Scuba Diving/Snorkeling | | | | | | ○ | ○ | ○ | ● | ● | ○ | ○ | ● | ● | ● | ● |
| | Land-Based Recreation Opportunities | Skiing | Alpine | ● | | ○ | ● | ○ | ○ | ● | ○ | ○ | ● | ○ | ● | ● | ● | ● |
| | | | Helicopter | ● | | ● | ● | | ● | ● | | ● | ● | | ● | ● | | ● |
| | | | Cross-Country | ○ | | | ○ | | | ○ | | ○ | ● | ● | ○ | ● | ● | ● |
| | | Hunting | Big Game | ○ | | | ● | | ○ | ○ | | ○ | ○ | | | ○ | ○ | ○ |
| | | | Small Game | | | | ○ | ○ | | ○ | | | ○ | | | ○ | ● | ○ |
| | | | Water Fowl | | | | | ○ | ○ | | | | ○ | | ○ | ○ | ● | ● |
| | | Camping | Auto Touring | ● | ○ | ○ | ● | ● | ○ | ● | ● | ○ | ● | ○ | ○ | ● | ● | ● |
| | | | Wilderness | ● | | ● | ● | ● | | ● | | ○ | ● | | ○ | ● | ● | ● |
| | | Hiking/ Backpacking | Day | | | | | | | | | ○ | ● | | ○ | ● | ● | ● |
| | | | Overnight | ● | | ○ | ● | ● | ○ | ● | | ○ | ● | | ○ | ● | ● | ● |
| | | | Winter | | | | | | | | | ○ | ● | | ○ | ● | | ● |
| | | Mountain Climbing | | ○ | | | ● | ○ | ○ | ● | | ○ | ● | | ○ | ● | ● | ● |
| | | Spelunking | | ○ | | | ○ | | | ● | | | ● | | | ● | | |
| | | Picnicking | | | | | | ● | | | | ○ | ● | | ○ | ● | ● | ● |
| | | Cottaging | | | | | ○ | | | ○ | | ○ | ○ | | | ○ | ● | ● |
| | | Snowmobiling | | | | | | | | | | | ● | | | ● | | ○ |
| | Land and Water-Based Recreation Opportunities | Viewing Natural Landscape Features | | ● | ○ | ● | ● | ● | ○ | ● | ○ | ● | ● | ○ | ● | ● | ● | ● |
| | | Wildlife Viewing | | ○ | | | ○ | | ○ | ○ | | ○ | ○ | | ● | ○ | ● | ○ |
| | | Gathering/Collecting | | ○ | | ○ | ○ | | ○ | ○ | | ● | ○ | | ● | ○ | ● | ● |
| | | Photography/Painting | | ● | ○ | ● | ● | ● | ○ | ● | ○ | ● | ● | ○ | ● | ● | ● | ● |
| MAN-DEVELOPED/MAN-CONTROLLED RESOURCES | Natural Resource Opportunities | Natural Parks and Sites | National | ○ | | | ○ | | | ○ | | | ○ | | | ● | | |
| | | | Provincial | ○ | | ○ | ○ | ○ | ○ | ● | ○ | ● | ● | | ● | ● | ● | ● |
| | | | Marine | ○ | | ○ | ○ | | ○ | ○ | | ● | ● | | ● | ● | | ● |
| | | Game Farms | | | | | | | | | | | ○ | | | ○ | ● | ○ |
| | | Fish Culture/Ladders | | | ○ | ● | | ○ | ● | ○ | ○ | ● | ○ | | ● | ● | ● | ● |
| | Air-Based Recreation Opportunities | Hang-Gliding | | | | | ○ | ○ | | ○ | ○ | | ○ | ○ | | ○ | ○ | ○ |
| | | Sky Diving | | | | | | | | | | | ○ | ○ | ○ | ○ | ○ | ○ |
| | | Gliding | | | | | | | | ○ | | | ○ | | | ○ | ○ | ○ |
| | | Recreational Aircraft | | | | | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ● | ● |
| | Historic Resource Opportunities | Historic Parks and Sites | National | ○ | ○ | | ○ | ○ | | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ○ |
| | | | Provincial | ○ | | ○ | ○ | | ○ | ○ | ● | ● | ○ | ● | ● | ○ | ● | ● |
| | | Museums | National | ○ | | | ○ | | | ○ | | | ○ | | | ○ | | |
| | | | Provincial | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ○ | ● | ● | ○ | ● | ● |
| | | | Regional | ○ | | | ○ | | | ○ | | ○ | ○ | | ○ | ○ | ● | ● |
| | Cultural Resource Opportunities | Population Centers | Cities | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| | | | Ethnic Settlements | ○ | | | ○ | | | ○ | | | ○ | | ○ | ○ | | ○ |
| | | Cultural Attractions | Fairs/Celebrations | | ○ | | ○ | ● | | ○ | ○ | | ● | ● | ○ | ● | ● | ● |
| | | | Crafts/Events | | ○ | | | ● | | ○ | ○ | ○ | ● | ● | ○ | ● | ● | ● |
| | | | Galleries/Museums | ○ | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ● | ● | ○ | ● | ● | ● |
| | Recreation/ Leisure Developments | Recreation/ Leisure Resorts Complexes | Marine Resorts | | | ○ | ○ | ○ | ● | ○ | ● | ● | ○ | ○ | ● | ○ | ● | ● |
| | | | Hot Springs Resorts | | | ○ | | ○ | ○ | | ○ | ○ | | ○ | ○ | | ● | ○ |
| | | | Wilderness Resorts | | | ○ | ○ | | ○ | ○ | | | ○ | | | ○ | | ○ |
| | | | Ski Resorts | ○ | | ○ | ○ | | ○ | ○ | | ● | ● | | ● | ● | | ● |
| | | | Convention Recreation Complexes | | ○ | ○ | ○ | ● | ○ | ○ | ○ | ● | ○ | ● | ● | ● | ● | ● |
| | | | Theme Parks | | | | | | | | | | | | ○ | | ● | ● |
| | | Travel/ Touring Corridors | Air | | ● | ○ | ○ | ● | ○ | ○ | ● | ○ | ● | ● | ● | ● | ● | ● |
| | | | Rail | | | ● | ○ | ○ | ● | ● | ● | ● | ● | | ● | ● | | ● |
| | | | Boat | ● | | ○ | ● | ○ | ● | ● | | ● | ● | | ● | ● | ● | ● |
| | | | Car | ● | ○ | ○ | ● | ● | ○ | ● | ● | ○ | ● | ● | ● | ● | ● | ○ |
| | Industrial Developments/ Attractions | Engineering Structures | Dams/Generating Stations | | | | | | | ○ | | | ● | | | ● | | ○ |
| | | | Bridges/Tunnels | | ○ | | | ○ | | | ○ | ○ | ● | ○ | ○ | ● | ● | ○ |
| | | Industries | Fish Harvesting/Processing | | | | | | | | | | ○ | | | ● | | ○ |
| | | | Timber Harvesting/Processing | | | ○ | | | | | | | ● | | ○ | ● | | ○ |
| | | | Wineries | | | | | | | | | | ○ | | | ○ | | ○ |
| | | | Mining/Quarrying | | | | | | | | | | ○ | | | ○ | | ○ |

Regional Tourism Development Strategy

## TABLE 11

## SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES
## SOUTHWESTERN BRITISH COLUMBIA TOURISM REGION

| SPECIALTY MARKET | International | U.S.A. | Interprovincial | Provincial | Regional |
|---|---|---|---|---|---|
| Saltwater Boating | X | | X | X | |
| Freshwater Boating/Canoeing | | | X | X | |
| River Rafting | | | X | X | |
| White Water Canoeing | X | X | X | X | X |
| Saltwater Fishing | X | | | X | |
| Freshwater Fishing | | | X | | |
| Scuba Diving | | | | X | |
| Alpine Skiing | X | | | X | |
| Helicopter Skiing | X | X | X | X | X |
| Big Game Hunting | | X | | | |
| Wilderness Touring | X | | X | X | |
| Day Backpacking | | | | X | |
| Overnight Backpacking | X | | X | X | |
| Winter Backpacking | | | | X | X |
| Mountain Climbing | | | X | X | |
| Picnicking | | | | X | |
| Cottaging | | | X | | |
| Snowmobiling | | | | | X |
| Landscape Viewing | X | | X | X | |
| Wildlife Viewing | | | X | X | |
| Gathering/Collecting | X | X | X | X | |
| Photograph/Painting | X | | X | X | |
| Provincial Parks | X | | X | X | |
| Marine Parks | X | X | X | X | X |
| Fish Culture | | | | X | |
| Hang Gliding | | | | X | |
| Provincial Historic Sites | X | X | | | |
| Regional Museums | | | X | X | |
| Ethnic Settlements | | | | X | X |
| Ski Resorts | X | X | X | X | X |
| Rail Corridors | | | | X | X |
| Boat Corridors | X | X | X | X | |
| Fish Harvesting/Processing | | | | | X |
| Wineries | | | | X | X |
| Mining Quarrying | | | | | X |
| Timber Harvesting/Processing | | | | | X |

X Market Opportunities

## 3.3 Market Forecast

Table 12 outlines the forecast of person trips to the Southwestern British Columbia Tourism Region by market segment for the period 1979 to 1983. Growth over the period is forecast at between 1.8% and 4.4% per year. A relatively slow rate of growth is predicted due to the following factors: slow population growth within the Region relative to other parts of the province; a general decline in the rate of growth of U.S. tourism and a shift to Calgary as a gateway city for some out-of-province, Canadian and International visitors. No major shifts are anticipated in the proportions of visitors by market segment. The breakdown in 1983-1984 is forecast as follows: B.C. residents, 47%-50%; other Canadians, 16%; U.S. residents, 29%-33%; and other international visitors, 4%-5%.

## 3.4 Visitor Profiles

### 3.4.1 Traveller Characteristics

Over half of the population of the province lives in the southwest of British Columbia. Vancouver is the financial, business and cultural centre of the province as well as a major gateway for international travel. The Southwestern British Columbia Tourism Region is rich, not only in cultural attractions, but also in natural attractions. Though most parts of the province can boast good natural resources for tourism, those in the Region are for the most part more developed and accessible than elsewhere. Since British Columbians are a highly mobile people, it is therefore, inevitable that almost all residents will visit the Southwestern British Columbia Tourism Region at some time and many will go there regularly, whether for business, shopping, visiting or recreation. A complete profile of the resident visitors to the Region would, therefore, be representative of the entire population of the province. The results of the 1976 B.C. Resident Tourism Survey (B.C. Research, February, 1977) show predictably that visitors to the Southwestern

## TABLE 12

## MARKET FORECAST: SOUTHWESTERN B.C. TOURISM REGION

Person Trips (000's)

| MARKET FORECAST: SOUTHWESTERN B.C. TOURISM REGION; PERSON TRIPS (000) | | | | | | |
|---|---|---|---|---|---|---|
| | | FORECAST PERIOD | | | | |
| MARKET | | 1979 | 1980 | 1981 | 1982 | 1983 |
| B.C. Residents | H | 2030 | 2135 | 2240 | 2345 | 2450 |
| | L | 1675 | 1715 | 1755 | 1800 | 1845 |
| Other Canadians | H | 650 | 685 | 720 | 760 | 800 |
| | L | 535 | 550 | 565 | 585 | 605 |
| U.S. Residents | H | 1290 | 1325 | 1360 | 1395 | 1430 |
| | L | 1280 | 1280 | 1280 | 1275 | 1275 |
| Other International | H | 160 | 175 | 190 | 205 | 220 |
| | L | 130 | 135 | 145 | 155 | 165 |
| TOTAL | H | 4130 | 4320 | 4510 | 4705 | 4900 |
| | L | 3620 | 3680 | 3745 | 3815 | 3890 |

Region are typical of resident travellers as a whole. Among visitors from outside the province, however, some distinction can be drawn between visitors to southwestern British Columbia and those to other parts of the province. The visitors to southwestern British Columbia tend to be somewhat older than average and there is a larger proportion in the higher income bracket.

### 3.4.2 Trip Characteristics

For all market segments there are a higher proportion of business travellers to southwestern British Columbia than to other parts of the province. This trend is reflected in a lower party size as well as in the lower proportion of parties with children. The number of nights spent in the Region are about average for B.C. residents, but other visitors tend to stay longer than in other parts of the province. This indicates that although Vancouver is a jump off point for many travellers to British Columbia, it also is a major destination area, particularly for Canadian visitors. This fact is further evidenced by the type of transportation used by out-of-province visitors. Although the automobile is the type most used, it is far less dominant than in other parts of the province. Recreational vehicles comprise a far smaller than average proportion of the total vehicle types, indicating that auto touring is not as important an activity in the Region as elsewhere. Resident travellers to the Region are more likely to arrive by car, but they too are much less dependent on recreational vehicles than when travelling to other regions. Conversely, air travel is more often the principal mode of transport to the Region than to other regions, and a large number of Americans arrive by boat, either on cruise ships or by private boat. The relatively low emphasis on auto touring is evident in the type of accommodation used by visitors. Hotels constitute a much higher proportion of the total than in any other region, not surprisingly, because of the number of business travellers and the predominantly urban character of the Region.

Motels also supply a higher than average proportion of accommodation compared to campgrounds, but among residents a disproportionately large number of visitors stay with friends and relatives. Despite a fairly high percentage of business travellers, shopping and sightseeing are the activities with the highest rates of participation. Festivals and events are also popular with all market segments. Outdoor activities are relatively less important, though in terms of number of participants, the Southwestern British Columbia Tourism Region attracts more skiers than any other region and more fishermen with the exception of the Vancouver Island Tourism Region. Visitors spend more per day in this Region than the average for British Columbia and a higher proportion of their expenditures go for accommodation and restaurant meals. Shopping comprises a higher than average proportion of residents expenditures, presumably because residents tend to make many major purchases in Vancouver.

## 3.5 Development Implications

### 3.5.1 General Marketing

The Southwestern British Columbia Tourism Region has a mature tourism industry with slow but steady growth potential. Many opportunities have been identified for expansion into the specialty markets (Section 3.2.3). Although outdoor activities are, and will continue to be, an important segment of the industry, it should be recognized that the market is somewhat older than in other parts of the province and there is a larger component of business travellers. These markets will demand comfort, convenience and luxury as well as additional cultural attractions.

## TABLE 13

## TRAVELLER CHARACTERISTICS: SOUTHWESTERN B.C. TOURISM REGION

TRAVELLER CHARACTERISTICS: SOUTHWESTERN B.C.

| CHARACTERISTICS | | MARKET | | | | ALL VISITORS |
|---|---|---|---|---|---|---|
| | | B.C. RESIDENTS | OTHER CANADIANS | U.S. TOURISTS | OTHER INT'L. | |
| Age: | % Under 18 | 27 | 15 | 13 | 7 | 20 |
| | 18 - 24 | 16 | 12 | 8 | 11 | 13 |
| | 25 - 34 | 24 | 19 | 16 | 21 | 20 |
| | 35 - 54 | 21 | 33 | 30 | 30 | 26 |
| | Over 54 | 12 | 21 | 33 | 31 | 21 |
| Sex: | % Male | 54 | NA | NA | NA | 54 |
| | Female | 46 | NA | NA | NA | 46 |
| Education: | % Public School | 21 | NA | NA | NA | 21 |
| | High School | 52 | NA | NA | NA | 52 |
| | Technical/Vocational/Jr. College | 4 | NA | NA | NA | 4 |
| | University | 23 | NA | NA | NA | 23 |
| Family Income: | % Under $10,000 | 16 | 9 | 10 | 16 | 13 |
| | 10,000 - 20,000 | 45 | 28 | 26 | 23 | 35 |
| | Over 20,000 | 39 | 63 | 64 | 61 | 52 |
| | | | | | | |

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

## TABLE 14

| TRIP CHARACTERISTICS: SOUTHWESTERN B.C. | | | | | | |
|---|---|---|---|---|---|---|
| CHARACTERISTICS | | MARKET | | | | ALL VISITORS |
| | | B.C. RESIDENTS | OTHER CANADIANS | U.S. TOURISTS | OTHER INT'L. | |
| Party Size: | Average Number of Persons | 2.3 | 2.4 | 2.6 | 3.4 | 2.5 |
| Party Composition: | % Single Adult | 24 | 9 | 9 | 9 | 16 |
| | Several Adults | 49 | 61 | 61 | 61 | 55 |
| | Adults with Children | 27 | 31 | 31 | 31 | 29 |
| Trip Purpose: | % Business | 17 | 17 | 11 | 12 | 15 |
| | Personal | 11 | 2 | 3 | 2 | 6 |
| | Pleasure | 72 | 81 | 86 | 86 | 79 |
| Trip Duration: | Average Nights per Party | 4 | 16 | 13 | 35 | 10 |
| Nights in Region: | Average per Party | 3 | 6 | 3 | 6 | 4 |
| Type of Transportation: | % Auto | 74 | 53 | 63 | 24 | 65 |
| | Recreational Vehicle | 1 | 10 | 10 | 6 | 6 |
| | Bus | 13 | 1 | 2 | 9 | 7 |
| | Air | 8 | 31 | 15 | 54 | 16 |
| | Rail | 1 | 4 | 2 | 4 | 2 |
| | Boat | 3 | 1 | 8 | 3 | 4 |
| | Other | * | * | * | * | * |

## TABLE 14 (CONT'D.)

Trip Characteristics (Cont'd.)

| CHARACTERISTICS | MARKET | | | | ALL VISITORS |
|---|---|---|---|---|---|
| | B.C. RESIDENTS | OTHER CANADIANS | U.S. TOURISTS | OTHER INT'L. | |
| Accommodation: % Hotel | 12 | 12 | 28 | 31 | 18 |
| Motel | 8 | 34 | 31 | 27 | 21 |
| Friends and Relatives | 45 | 29 | 15 | 19 | 31 |
| Cottages/Cabins | 10 | * | 1 | * | 5 |
| Public Campgrounds | 5 | 8 | 8 | 9 | 7 |
| Private Campgrounds | 9 | 14 | 14 | 9 | 11 |
| Other | 11 | 3 | 3 | 5 | 7 |
| Activities: % Business | 17 | 17 | 11 | 12 | 15 |
| Convention | 5 | NA | NA | NA | 5 |
| Shopping | 47 | 26 | 22 | 26 | 35 |
| VFR | 71 | 34 | 14 | 18 | 45 |
| Sightseeing | 40 | 56 | 52 | 71 | 48 |
| Camping | 8 | 9 | 7 | 7 | 8 |
| Fishing | 8 | 6 | 3 | 3 | 6 |
| Hunting | * | * | * | * | * |

# TABLE 14 (CONT'D.)

| Trip Characteristics (Cont'd.) | | | | | | |
|---|---|---|---|---|---|---|
| CHARACTERISTICS | | MARKET | | | | ALL VISITORS |
| | | B.C. RESIDENTS | OTHER CANADIANS | U.S. TOURISTS | OTHER INT'L. | |
| Activities: | % Boating | 10 | 6 | 3 | 6 | 7 |
| | Skiing | 9 | 2 | 1 | 1 | 5 |
| | Golf | 2 | NA | NA | NA | 2 |
| | Visiting Museums and Historic Sites | 11 | NA | NA | NA | 11 |
| | Attending Festivals and Events | 20 | 24 | 20 | 25 | 21 |
| | Swimming | NA | 9 | 6 | 10 | 7 |
| Expenditure: | % Accommodation | 14 | 21 | 28 | 19 | 20 |
| | Meals | 23 | 29 | 30 | 19 | 26 |
| | Groceries | 9 | 6 | 4 | 4 | 7 |
| | Transportation | 25 | 18 | 16 | 8 | 20 |
| | Recreation and Entertainment | 5 | 7 | 6 | 11 | 6 |
| | Shopping and Souvenirs | 19 | 9 | 13 | 28 | 16 |
| | Other | 5 | 10 | 3 | 11 | 5 |
| Average/Person/Day (1979 Dollars) | | $18.00 | $27.00 | $32.00 | $37.00 | $25.00 |
| | | | | | | |

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
Reports on Specialty Markets Sponsored by T.I.D.S.A.

In the course of their 1979 survey of visitors, B.C. Research asked respondents to list the aspects of their visit which they most liked and disliked. Respondents who had visited the Southwestern British Columbia Tourism Region reacted favourably in general to the people and the climate, the City of Vancouver and most particularly the scenery. Prices, traffic and road signs were most often cited as "dislikes". There was some adverse reaction to accommodation and service although few visitors had any comment at all about these services. Reaction to restaurants and campgrounds was mixed.

### 3.5.2 Accommodation Requirements

In 1978 an estimated 3,672,000 tourists chose the Southwestern British Columbia Tourism Region as their destination. When the total number visitors passing through en route to other destinations are included, it is estimated that 12,793,000 person nights were spent in the Region in 1978. By 1983, person nights are expected to increase to between 13,719,000 and 17,666,000. Of these an estimated 5,228,000 to 6,620,000 person nights will be spent in roofed commercial accommodation (excluding cottages and cabins) and 2,476,000 to 3,166,000 person nights will be spent in campgrounds.

In 1978 there were 15,173 hotel and motel units (including resorts and lodges) in the Region, with a average occupancy rate of 66%. Of this, tourists accounted for 55%, the rest being used by work crews and semi permanent residents. This level of occupancy could be maintained with a net addition of 1,106 units if the low forecast is met and 5,437 units if the high forecast is met.

There were 5,899 campsites in the Region in 1978. The estimated tourist demand spread over a seven month season results in an average occupancy of 59%, not allowing for work crews. This occupancy rate is considered quite high for campgrounds and suggests a serious level of crowding during the peak periods. By 1983, forecasted tourist demand could support an additional 1,050 to 2,751 units with only a slight reduction in occupancy to 55% over a seven month season.

The above recommended additions are net figures and do not take into account shifts in demand for particular classes of accommodation or particular locations within the Region. In a mature market such as in southwestern British Columbia, accommodation preference is not expected to change significantly in the short term. However, any renovation or replacement of plant would be additional to the above estimates.

# 4.0 TOURISM ISSUES AND CONCERNS, LOCAL OBJECTIVES AND REGIONAL POLICIES

## 4.1 Introduction

Chapter 4 examines the social component of tourism in the Region including local attitudes toward the tourism industry, residents' perceptions of their particular tourism strengths and opportunities, and the issues and concerns related to tourism development are also examined. Locally defined tourism objectives and policies for the Region are listed. All the information, data and opinions found in the chapter were obtained from the briefs presented, and discussions held, at the three public forums held in this Region at Powell River, Vancouver and Hope. A total of 100 individuals and 77 groups attended the forums and 53 briefs were submitted. Governmental and municipal groups were represented, as were numerous societies, associations and private individuals. The policy discussion is based on Regional District and selected municipal documents.1)

## 4.2 General Attitude Towards Tourism

In the Southwestern British Columbia Tourism Region attitudes towards the tourism industry range from positive to laissez-faire to negative. Generally speaking, anti-tourism groups are fairly small in number, although they can be vocal. Residents of Vancouver, where tourism is well developed, are generally not concerned since they know tourists will continue to visit the city. No reports of inconveniences caused by tourists were heard. Some forum participants feel that in the Squamish-Pemberton corridor, with the exception of Whistler, the industrial sector sees tourism as a competitor for resources and investment. It was mentioned that in Chilliwack some elected officials and hotel/motel owners have a somewhat parochial attitude and do not see their community's potential. However other residents see tourism as the only viable industry besides agriculture. In Hope, Yale and Lillooet attitudes towards the development of tourism seem fairly positive although, as elsewhere, there is concern over possible negative environmental impacts. In the Sunshine Coast area, there seems to exist a fairly laissez-faire attitude, i.e. tourists are welcome but it is felt that no promotion is needed. However, many Powell River residents see the need for diversification of the economy since unemployment is fairly high. Forum participants would like tourism to be encouraged, and Powell River to become a destination area.

All over the Southwestern British Columbia Tourism Region, residents seem to be aware of the possible benefits from tourism and want a tourism industry which will stabilize the economy, provide jobs and not harm the environment or the quality of life. In municipalities which do not want to get actively involved, or where local citizens fear change, many forum participants suggest an awareness program to improve communications and knowledge.

## 4.3 Perceived Tourism Strengths, Markets and Opportunities

### 4.3.1 Perceived Tourism Strengths

According to most residents, the strengths of southwestern British Columbia are considered to be the mild climate and beautiful scenery. Outside the major cities most tourism is outdoor recreation oriented. Marine activities such as fishing and scuba diving are possible, as are land activities like hiking, skiing (alpine and cross-country) and mountain climbing. Access throughout the Region is fairly good via major highways, B.C. and VIA Rail and small airports. Another perceived tourism strength is a large pool of potential employees (in most areas) who need additional training.

Each community or area in the Region has its specific strengths. Vancouver is a major tourist destination with Stanley Park, Gastown, museums, shopping and cultural events. The Sunshine Coast/Powell

River area is well known for its marine recreation opportunities - fishing, swimming, boating and scuba diving - as well as hiking trails and scenic beauty. Another suggested tourist attraction could be the Cranberry Lake Bird Sanctuary.

Outside the Greater Vancouver core, Langley has a number of museums and festivals, as well as Fort Langley. Coquitlam residents feel their strengths lie in their historical heritage (Maillardville and Minnekada Ranch), festivals and the proximity of Belcarra Park. White Rock has good beaches, a nearby Indian reserve and an annual sea festival. Residents of the Town of Mission believe their strengths are proximity to the ski centre of Hemlock Valley and to Stave Lake. The town also has Storyland Trails and a monastery to attract tourists.

In the Squamish-Pemberton corridor, the mountains, the Whistler ski development and Garibaldi Provincial Park are the area's main tourism strengths. The Tantalus Wilderness Centre is also nearby. To the east, Chilliwack residents stated their tourism strengths lie in the area's scenic beauty, good climate and easy access. Other tourism assets are the Flintstones Park and the local Indian population. The Town of Hope is fairly close to Harrison Hot Springs and the Skagit Valley Provincial Recreational Area. Residents also feel that the Hope Indian Band, with their unique culture, heritage and crafts, could be a tourism attraction. North of Hope, near Yale, is one of the Region's main tourism strengths, the Fraser River and Canyon.

### 4.3.2 Perceived Tourism Opportunities

Without exception, residents of every part of the Region made numerous suggestions for tourism opportunities in their town. A number of general suggestions were made by residents of the area, including development of an extended hostel system throughout the province with emphasis on Vancouver and Victoria. Other suggestions were the development of more fairs and festivals especially in the winter season; more emphasis on southwestern British Columbia's heritage resources; and expanded development of the area's trail system, ski resources, public boating possibilities and special activity packages.

Specifically, residents of the Greater Vancouver area suggested more emphasis on the incentive travel, convention and package tour markets. Some residents would like to see more resort type facilities in the city core and the development of additional world class attractions, for example, a forest industry museum and the Tynehead Zoo. Another opportunity voiced was the enhancement of the waterfront area by special features such as a Fisherman's Wharf and the Pier B.C. Convention Centre. Outside Vancouver, residents of Coquitlam would like to see the development of the Maillardville area as a historical attraction which recognizes the area's French history. Other suggestions made include the development of one day "mini-package" tours, further development of Belcarra Regional Park and Burke Mountain, and a display farm and bird sanctuary at Minnekada Ranch.

Langley residents suggested that opportunities for increased tourism lie in building more attractions around historic Fort Langley, and the development of a Food and Agricultural Demonstration Centre, the first in North America. Residents of Mission suggested that if the sternwheeler, *Samson V*, is taken out of service it could be sited at their town which is on the Fraser River. Another potential opportunity is the rejuvenation of the seaside resort of White Rock. In the New Westminster area, river cruises from the Town to Fort Langley or Pitt Lake were suggested. Bowen Island residents supported the development of a major West Coast park on the island and also the restoration of the Island's historical buildings.

Forum participants from the Sunshine Coast and Powell River areas believe their tourism opportunities lie in marine recreation; diving, fishing, charter boats, and packages. Other possibilities are promotion of the Powell River Recreation Complex for cultural events, building of a convention centre and development of more activities at the Cranberry Lake Bird Sanctuary.

In the Squamish-Pemberton area, tourism opportunities lie primarily in expanded development of, and better access to, recreation areas like Garibaldi Park, Tantalus Wilderness and the various lakes. Other possibilities include a Squamish Estuary Nature Centre and promotion of the viewing of winter eagles. Further developments are possible at Whistler - a training school, cross-country skiing and more apres-ski activities.

In the Chilliwack area, tourism potential lies in the development of outdoor recreation resources, including fishing, skiing, hiking and canoeing. The Mt. Mercer-Cheam-Thurston-Elk areas would be ideal for winter recreation if better access was developed. Another idea expressed involved greater involvement of the local Native Indian bands, possibly similar to the Indian Days at Cultus Lake. The Hope River Indian Band have put forth a proposal to set up a "living Indian village" which could include salmon barbeques, craft demonstrations and sales. Hope residents also suggested that the Skagit Valley be considered as a wilderness destination area and that ski potential is excellent at Manning Park and this centre be expanded. Yale residents put forward a number of suggestions to improve the attractiveness of the Fraser Canyon, such as better lighting and signage. Another suggestion was the setting aside of the waterfront area in Yale as a heritage or recreational park.

## 4.4 Issues and Concerns Regarding Tourism Development

A number of diverse issues and concerns surfaced at the forums. A priority concern, however, seems to be preservation of the environment. Many forum participants stated that unplanned, haphazard growth of the tourism industry will harm both environmental quality and the residents' quality of life. To preserve southwestern British Columbia's marine ecology, an educational conservation campaign is suggested supported by a conservation force with a policing role. Some B.C. residents suggested at the forums that certain areas receive special status: Stein Valley, Squamish Estuary, the Howe Sound area and parts of the Fraser Canyon and Fraser River. Specific areas of concern mentioned were the possibility of acid rain caused by the Hat Creek Coal power plant and random industrial development on the Fraser Estuary which, some people feel, has hurt tourism potential. Some forum participants would like to see preserve (vs. free) hunting, and feel that the wilderness areas of the Region's parks need better protection.

In the Chilliwack area, some residents foresee conflict over land since a large portion of it is considered Agricultural Land Reserve. Similarly, in the Pemberton-Squamish area, mining claims could encroach on wilderness areas which are used by residents and tourists. Land use conflicts could also arise with the logging and agricultural industries. In Pemberton, flood plan restrictions could also hinder tourism development.

Another concern is over the number of non-Canadians running tours and recreation activities in the province. One group felt that the public funding should help construct trail systems since existing ones are overused. There was concern expressed that visitors not exceed available facilities. In summary, it was felt by most forum participants that tourism should not displace other types of development and should try to emphasize an area's true character.

### 4.4.1 Seasonal Aspects

Seasonality in the tourism industry does not seem to be a major issue in most of the Southwestern British Columbia Tourism Region. Along the Sunshine Coast, however, the season is approximately three months long, and desires to extend it were expressed. (The best opportunity probably lies with scuba diving.) For the inland areas, skiing and other winter sports are available to make tourism more of a year-round industry, as well as festivals and seminars. However, to further extend the season, "non-snow" activities should be developed, according to some forum participants.

### 4.5 Perceived Weakness as a Tourism Area

The transportation and accommodation sectors in the tourism area were seen to be the main weaknesses by participants in the public forums although these were not considered to be major problems.

Some communities feel their accommodation facilities are not sufficient to meet demand. More campsites seem to be needed throughout the Southwestern British Columbia Tourism Region, especially in the north. Pemberton Valley residents would like a new motel and a restaurant built in their town, and New Westminster residents would like their hotels and motels to be upgraded. In Powell River one problem is the need for more accommodation for summer use but concern was expressed regarding the underutilization of existing accommodation in the off-season. Texada Island residents also would like more campgrounds and accommodation built on the Island. Finally, Chilliwack and Lillooet would also like an upgrading of their accommodation sectors.

Most areas represented had suggestions for ways in which access routes could be improved. General complaints were heard about the inadequacies of B.C. Rail and B.C. Ferry services. It is felt that customs clearance should be improved at Vancouver airport, at the docks and at the U.S. border crossing. Use of Vancouver Airport by international carriers could be expanded and it is felt that ground transportation from the airport to the surrounding areas could be improved. Some forum participants felt that the transit system connecting Vancouver to the other towns in the Region also needs improvement. Many towns felt that they need an upgraded system of highways - Coquitlam, Pemberton and Harrison Hot Springs. One suggestion was the construction of a four lane highway between Whistler and Vancouver. Access to wilderness areas and lakes could also be improved, according to some forum participants, e.g. Garibladi Park and Tantalus Wilderness. Many complaints were also heard about inadequate signage throughout the Region, especially for historical or nature attractions.

Complaints were also made about inadequate or poor quality promotion in the Southwestern British Columbia Tourism Region specifically of museums, parks and other natural resources.

## 4.6 Tourism Linkages

Numerous groups were present at the public forums and had many suggestions for the future development of the tourism industry. The majority of these groups, too numerous to list, are already connected in some way to the tourism industry. Municipal councils in most Regional municipalities encourage tourism and are developing community plans to extend it, notably in Langley, Powell River, Hope and Chilliwack.

## 4.7 Locally Defined Tourism Objectives

From forum discussions and submissions, a number of broad objectives relating to future tourism development surfaced. Although some opposition might exist in the Region, the following objectives seem to be fairly commonly held:

- extend the length of stay of visitors in the Region and encourage repeat visits;
- develop off-season tourism through the building of more attractions to draw tourists in the off-season;
- improve airport handling for international passengers;
- encourage tourist use of public transportation;
- improve Vancouver's rapid transit system;
- improve outdoor recreation possibilities - fishing, sailing, cycling, diving, etc;
- upgrade and maintain the Region's trail system;
- protect environmental quality and give special status to certain areas where needed;
- encourage and develop attractions with minimal negative environmental impact;
- improve road access and signage where necessary;
- upgrade B.C. Rail and B.C. Ferry Services;
- develop higher quality artistic cultural resources in Vancouver;
- develop more package tours linking Vancouver with the surrounding area;
- develop tourism awareness programs for local residents;
- expand hospitality industry training courses;
- improve cooperation between tourism industry and heritage conservation agencies.

## 4.8 Regional and Local Policies which Influence Tourism Development in the Region

Regional and local policies in the Southwestern British Columbia Tourism Region are developed locally by nine Regional Districts[2] and their constituent municipalities and the Islands Trust whose special mandate is the Gulf Islands shared by this Region and the Vancouver Island Tourism Region. While tourism is well-established in the Southwestern British Columbia Tourism Region, few of the regional districts had specific policy statements about tourism development with the exceptions of Powell River, Sunshine Coast and Thompson-Nicola Regional Districts, the Islands Trust and major communities within the Squamish-Lillooet Regional District.

Commencing at the western edge of the Region (Toba and Bute Inlets), there is concern expressed by the Regional District of Comox-Strathcona[3] that the land, water, air and scenic resources be conserved, environmental limitations be recognized and restrictions for commercial recreation uses be applied if deemed necessary. Restrictions of various types may be considered necessary for some of the nine remote resort locations.

Within the Official Regional Plan (1979) the nearby Powell River Regional District, tourism is to be encouraged provided that local life styles are not affected and conflicts with other resource industry activities be avoided. Specifically, the Regional District wants to ensure that recreational boating, much of it by non-local power and sail vessels, does not conflict with aquaculture and fishery opportunities. The ferry system is also pointed out as a major problem area with regard to transportation to the Region; no major highway development is foreseen. With regard to park facilities[4] several projects are being proposed including sanitary facilities for the Desolation Sound Marine Park, as a result of the intensive tourist use of the park. The central community, the District of Powell River, has updated its community plan, in which tourism is raised for the first time as the accommodation base is considered to be inadequate and the ferry system is seen as a deterrant to visitors.

The Sunshine Coast Regional District has developed a regional plan(5) which places emphasis on maintaining the natural scenic beauty of the area and protecting the natural environment while guiding the development of commercial recreational uses such as cottages, recreational vehicle parks and hotels/resorts. The plan also raises the need for area resources to be effectively managed so that extractive industries do not destroy the fish and wildlife and scenic quality of an area; similarly, fresh water supplies upon which many activities rely, including recreation and tourism, are proposed to be managed through central water supply systems. The Region also foresees the need for a multi-agency coastal management program to protect this dominant element of the landscape.

The Islands Trust(6) has a special mandate regarding the protection of the unique character and quality of the islands within its jurisdiction, a role which also required cooperation with several regional districts. In the Southwestern British Columbia Tourism Region, the larger islands, Bowen and Gambier, as well as several small islands, come under the Trust's jursidiction. Essentially low intensity development is the theme of the area including small scale tourist facilities, low impact recreation activities and moderate numbers of visitors genuinely sympathetic to the area's lifestyle.

Further east and to the north is situated the Regional District of Squamish-Lillooet. This area has now prepared a settlement plan and tourism related planning is occurring in several main centres. The resort municipality of Whistler, as the name implies, is a community dedicated (7) to tourism. Policies have been developed to provide year-round recreation, to encourage a more stable year-round economy, to encourage a balance of commercial and residential facilities, to support recreational activities, to maintain scenic views and landscape, to relate the level of recreation development to the road and rail transportation capability and to encourage private investment. Significant to the future of the whole Squamish-Lillooet corridor is the community's concern over the long term limitations posed by Highway 99 and the need for resort accommodation to be readily available to resort users.[8)] The District of Squamish which is the gateway to the area, has prepared a community plan; tourism is a recognized component of the plan.

The small Village of Pemberton, further north, also plans to encourage tourism [9)] and sees growth as a result of Whistler, the improvements to the Duffy Lake Road and, possibly, the hot springs at Meager Mountain (i.e. Meager Creek). The Village wants to see highway commercial uses which include tourist facilities, clustered and served by community water and sewer services. The Lillooet River Bridge is felt to need upgrading while a strong desire exists to retain the natural beauty of the Pemberton Valley. Of special importance is the study presently underway to examine the socio-economic impact of Whistler and other factors on Pemberton. At the far end of the Duffy Lake Road, the Village of Lillooet also has examined tourism in its recent community plan[10)] and steps are being taken to accommodate further development of this sector.

That part of the Southwestern British Columbia Tourism Region which generates the greatest tourism revenues surprisingly has the least policy development with regard to tourism. Plan for the Lower Mainland[11)] which covers four regional districts does not contain any specific tourism policies, but does deal with recreation and open space areas and the development and use of natural resources such as forests and fish-spawning streams for multiple uses including recreation. Increased demand for recreation access to major resource development areas such as Hemlock Valley, Cultus Lake and the nearby mountains is acknowledged but mostly based on resident, not tourist, demand. The current policy documents for the Greater Vancouver Regional District also are not concerned with tourism with the exception of the Regional Parks system planning, where tourist use of some facilities such as the Capilano Canyon is already significant. To the east, the Dewdney-Alouette Regional District is using its contribution to the Lower Mainland Plan to be its recently completed Official Regional Plan; tourism is currently not singled out and few communities are regarded as tourist centres. However, substantial assessment of recreation amenities has been done locally. South of the Fraser River, the Central Fraser Regional District has essentially taken the same approach to the use of the Lower Mainland Plan, with few specific references to tourism. Most of these three regional districts assume the constituent municipalities will make provisions for tourism in their local community plan, if required.

However, the fourth regional district, Fraser-Cheam, does see tourism as a major industry within its area and expects to suggest amendments to the Lower Mainland Plan to cover its concerns. Possibly because the area is the least developed, the Fraser-Cheam Regional District sees the need for stronger guidelines especially for coordination regarding cottage and resort development, crown land management and resolution of animal agricultural enterprises in conflict with recreational/tourist uses. Included within the district are Yale and the Fraser Canyon, Hope, Sunshine Village, Hemlock Valley, Minter Gardens and Harrison Hot Springs. The Town of Hope has a community plan but settlement plans are being prepared for the Cultus Lake/Chilliwack area, followed by Yale. The Village of Harrison Hot Springs has a community plan which discusses the role of the village in the region's economy. Essentially, the intent is to sustain the Village as a tourist resort village for local, regional and international tourist markets. A number of development opportunities are discussed including a Fine Arts School, charter boat tours on Harrison Lake and a spa facility; also raised are methods of improving the attractiveness of the Village and recognizing the Village's role in the tourism economy of the province.12)

Finally, the upper portion of the Fraser River around Lytton is in the Thompson-Nicola Regional District. This area does recognize tourism[13)] providing tourist recreational classifications for rural areas and lake classifications, of which the wilderness recreation lake has some applicability in this part of the Region. Future highway development is anticipated in the Coquihalla Pass, but required accommodation and service facilities for this route are proposed to be located in, or adjacent to, existing communities. In the Lytton area[14)], the upgrading and enlarging of motels, and additional food services are felt to be necessary.

In summary, policies regarding tourism development are in several very different stages of development in the Region. On the Regional District level, the more urban regional districts have not felt it necessary to specifically refer to tourism regarding it generally as just another commercial or recreational land use. At the community level, at least two individual communities, Whistler and Harrison Hot Springs, are devoted to resort status and hence tourism development, while several others are eager to recognize the economic aspects of tourism as well as planning regulations required to sustain quality tourism development.

## FOOTNOTES:

1) The written submissions and summaries of each of the forums are available at the Ministry of Industry and Small Business Development, Victoria.

2) From west to east, these are: Comox-Strathcona, Powell River, Sunshine Coast, Squamish-Lillooet, Greater Vancouver, Dewdney-Alouette, Central Fraser Valley, Fraser-Cheam and Thompson-Nicola. See Appendix 4 for specific tourism related excerpts.

3) Official Regional Plan, Regional District of Comox-Strathcona, 1977.

4) Draft Regional Parks Plan, Powell River Regional District, 1980.

5) Sunshine Coast Regional District, Official Regional Plan, 1980 - Draft.

6) The Policy of the Islands Trust, The Island Trust, 1975, and Brief to be Presented to the British Columbia Tourism Forum, 1979.

7) The Resort Municipality of Whistler, Official Community Plan, no date.

8) Preferably "second home" accommodation should have multiple users to sustain desired local services.

9) Village of Pemberton, B.C., Official Community Plan, November, 1979.

10) Village of Lillooet, Official Community Plan, Draft, January, 1980.

11) Draft - Plan for the Lower Mainland of British Columbia, January, 1980. Included are: Greater Vancouver, Central Fraser Valley, Dewdney-Alouette and Fraser-Cheam Regional Districts.

12) Village of Harrison Hot Springs, Official Community Plan 1979 - Draft.

13) Regional Plan - 1979, Thompson-Nicola Regional District, 1979.

14) Economic Development Profile and Opportunity Identification Study, Regional Overview of Sub-Regions, Thompson-Nicola Regional District Economic Planning Commission, October, 1979.

## 5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

### 5.1 Introduction

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of government and private industry sectors.

The tourism industry in British Columbia has been characterized by fragmented growth and lack of planned development. The relatively uncoordinated development of the province's natural, historic and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

The provincial tourism strategy will provide comprehensive short and long term direction for private and public sectors of the Tourism Industry.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to indicate its long range goals and objectives, identify programs required to meet these goals and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry; in so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support. Second, the regional plan provides a basis for integrating its own activities, and to enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its actions. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

## 5.2 Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to governmental agencies, private tourist operators and local residents into a coordinated program that optimizes the "public good" derived from the development and use of the natural and man-made resources of a region. Hence, it is important that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness and allocates basic priorities to them. Only in such a manner can the final choices and directions embodied in the approved tourism development plan be explained and justified. Typically a tourism development strategy includes a general policy statement outlining the direction and goals for the industry followed by specific planning, development and implementation recommendations on how this policy will be fulfilled, by whom and over what time period.

A comprehensive research and analysis process has been used in the preparation of the regional tourism development strategy for the Southwestern British Columbia Tourism Region. Specifically, the steps in this planning process were:

a) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the Region;

b) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;

c) the establishment of guidelines, principles and policies which defined the acceptability of alternative courses of action within the existing planning context;

d) identification, evaluation and selection of a regional development concept;

e) the identification and assessment of appropriate area development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the Region;

f) determination of appropriate sub-strategies for the implementation of the development concepts.

## 5.3 Provincial Tourism Development Strategy

The provincial tourism strategy prepared in 1979 identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged:

> "To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation".

This policy statement recognized several provincial-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur, with the existing rather fragmented tourism facilities and services becoming a more centralized, concentrated destination industry, oriented toward specific resident and non-resident market sectors. The direction of the industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short term approach and low capital investment characteristic of most previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the social carrying capacity of an area. This tourism policy is to have a long-term framework and during the initial transition period major emphasis is to be placed on investment in and development of tourism destination areas.

Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions and part of regions where warranted. For each sub-strategy, an appropriate planning, development and implementation approach is identified. As shown in Drawing No. 4, the market-oriented sub-strategy has been recommended for the Southwestern British Columbia Tourism Region. The planning strategy generally proposed that the area's high quality and high capability tourism resources and proximity to other resources be employed in the development of major tourism/recreation nodes or destination areas within the Region. Generally the capability of the particular resources are to be used in determining the location and intensity of future development and direction of the industry in the Region.

The background studies suggested that with the strong pressures on the coastal and inland mountain/valley landscapes generated by Vancouver as a result of its international gateway function and the large resident population, the Region requires a planning orientation responsive to market demand. Generally the high capability resources with established tourism attraction ability will become fully developed resulting in maximum resource utilization while striving to maintain the quality of the experiences. Drawing No. 4 portrays the application of the Provincial Strategy to the Southwestern British Columbia Tourism Region. The market orientation was derived in recognition of the large urban market of the Lower Mainland and the domestic, U.S.A. and international markets entering through the Vancouver and Seattle international gateway centres. The market pressure in concert with the availability of a diversity of marine and terrestrial landscapes with high capability for water and land-based activities during all four seasons presents excellent economic opportunities.

Also highlighted within the Region are the destination areas centred in Whistler, Lillooet, the activity area of the Strait of Georgia and the travel corridors of Highways 1/99/12/Duffey Lake Road which constitute the Nugget Loop, Highway #3 to the Okanagan and the ferry/cruise ship route to Port Hardy, Prince Rupert and Alaska.

For the Development Strategy, the Provincial document proposed to continue the dominance of Vancouver as the tourism focal point and gateway to the province by expanding the destination market appeal of the area through the provision of conference facilities and one or more major theme attractions in the Lower Mainland. This role will be supported by the continued development of Whistler as a four season destination ski resort and of the Harrison Hot Springs area. Lillooet will be established as a destination vacation area along with developments in the Fraser Canyon. The extensive utilization of high capability resources will attract the complete range of market segments.

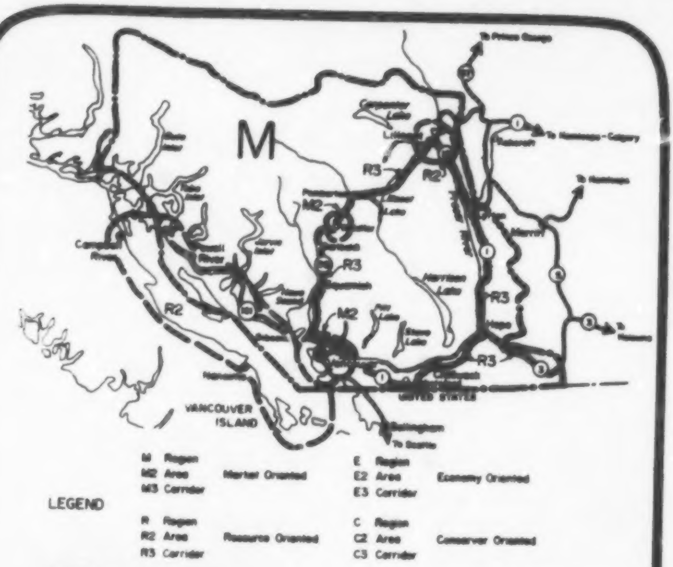
In order to distribute the economic benefits of increased tourism more equitably throughout the Region, the travel corridors leading to the destination and activity areas must be upgraded with capacity for mass transportation modes and package loop tours.

Implementation, the third component of the Provincial Tourism Strategy, is essentially concerned with the proportion, timing, investment required to achieve optimum development in the Region, and area or corridor development objectives. The importance of the Region and the gateway function of Vancouver to the provincial tourism industry along with the substantial degree of investment required to develop the Lillooet area and establish the Nugget Loop requires that a Facilitate Growth sub-strategy be applied. (The role of various government agencies in Whistler is cited as a working example of this implementation sub-strategy). Development proposals and applications which could meet the objectives of the Provincial Strategy as well as those presented in this document would be supported and entrepreneurs encouraged to pursue other opportunities identified in the Regional Plan. Development should initially occur along the Nugget Loop and with the establishment of travel generators in destination areas. Greater Vancouver, because of high entrepreneurial capability, will continue to develop through the free enterprise approach with the possible exception of transportation system improvements. Developments on the Trans-Canada Highway corridor will be left to the private sector while, for the Strait of Georgia, means will be explored to support tourism projects that will optimize economic benefits.

## 5.4 Regional Tourism Development Strategy

A regional tourism development strategy, for the purposes of this plan, is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and development of the industry leading towards the establishment

# Provincial Strategy and Regional Applic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M2 Area Market Oriented
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E Region
E2 Area Economy Oriented
E3 Corridor
R Region
R2 Area Resource Oriented
R3 Corridor
C Region
C2 Area Conserver Oriented
C3 Corridor

## Planning Strategy

The region is dominated by strong market pressures generated by Vancouver as an international gateway city to the Pacific Northwest and by the large resident population. The planning sub-strategy for this region requires a market orientation as does the Greater Vancouver area and Resort Municipality of Whistler. A resource oriented planning approach to tourism development is proposed for the Nugget corridor, the Lillooet area and the Fraser River corridor in order to properly manage the high quality scenic landscapes and outdoor recreation resources.

Market Orientation Sub-Strategy

- The intent of the market orientation sub-strategy is to allow market factors and conditions to define the characteristics, quality and location of the required tourism elements.

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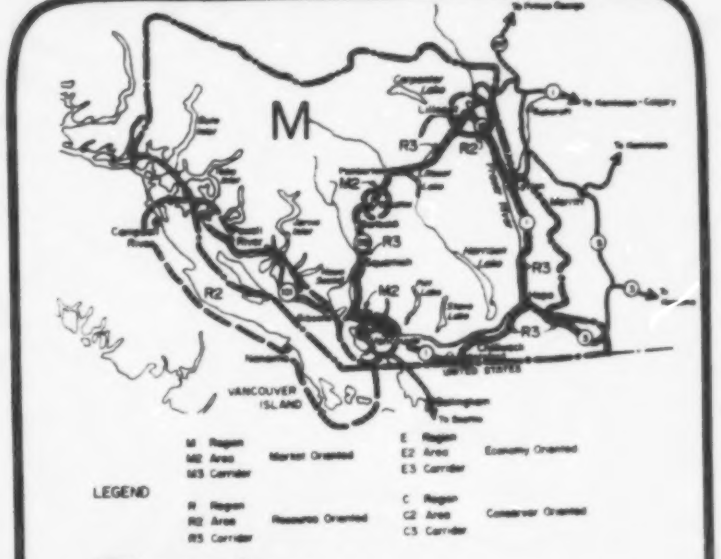
# Provincial Strategy and Regional Application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Resource Oriented
E Region
E2 Area
E3 Corridor
Economy Oriented
C Region
C2 Area
C3 Corridor
Conservation Oriented

## Planning Strategy

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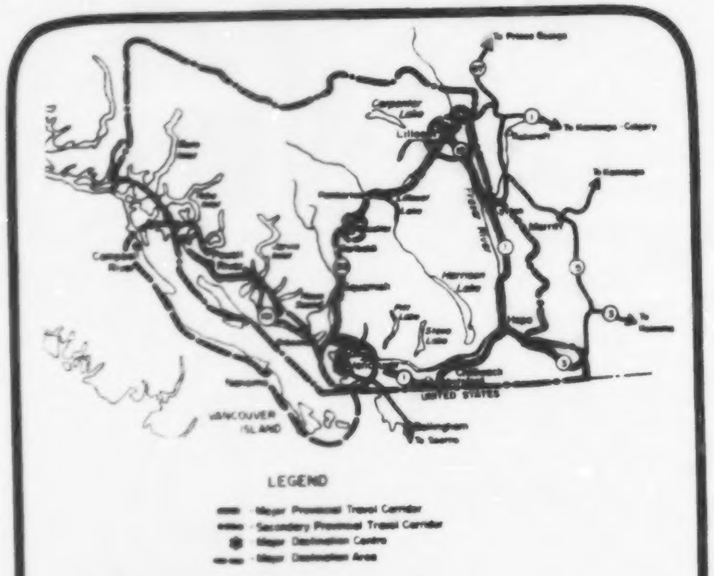
Market Orientation Sub-Strategy

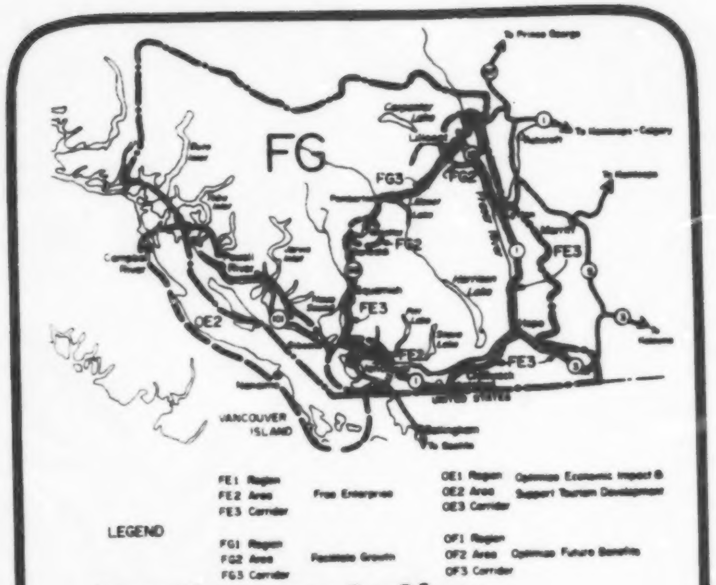
- The intent of the market orientation sub-strategy is to allow market factors and conditions to define the characteristics, quality and location of the required tourism elements.


VANCOUVER ISLAND
UNITED STATES
LEGEND
Major Provincial Travel Corridor
Secondary Provincial Travel Corridor
Major Destination Centre
Major Destination Area

## Development Strategy

The development strategy for the region follows:

To expand the market appeal for tourists utilizing Vancouver as the focal point and international gateway to the province and the region. The destination areas of Whistler, Lillooet, Harrison Hot Springs, and certain sections of the Fraser Canyon will be developed based on their high resource capabilities thus, catering to a full range of market segments. A travel route linking these destination areas with Vancouver will be established offering mass mode transportation and package loop tour opportunities. Vancouver should remain the primary destination and terminus point within the province and be supported in this role through the development of conference facilities and at least one major theme attraction.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LEGEND
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FE2 Area
FE3 Corridor
Free Enterprise
FG1 Region
FG2 Area
FG3 Corridor
Facilitate Growth
OE1 Region
OE2 Area
OE3 Corridor
Optimize Economic Impact & Support Tourism Development
OF1 Region
OF2 Area
OF3 Corridor
Optimize Future Benefits

## Implementation Strategy

The suggested implementation strategy is one that facilitates growth in the region primarily because of the high degree of investment that will be required to realize the Nugget Loop corridor and the development objectives for the Lillooet area. The government's role in Whistler is a working example of this type of strategy. The Greater Vancouver area will continue to develop through the free enterprise system with minimum government involvement.

The intent of the "Facilitate Growth" sub-strategy is to stimulate free enterprise involvement through the identification of development opportunities and the support of applications that are in accordance with the provincial development strategy. Efforts would also be made to secure inter-ministerial co-operation to ensure that the necessary infrastructure development (water, road, electric, sewage services, etc.) is given substantial priority in overall government programs.

of priorities for resource development, program formulation and management procedures. The strategy is to reflect current government, community and private sector goals and concerns, be sufficiently broad in scope and flexible in approach to accommodate unforeseen development and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.1 is well-suited to the Southwestern British Columbia Tourism Region. Additional, more focussed research and analysis, however, has confirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the lack of water supply available to rural estate and resort developments, wildlife resource conflicts, local attitudes towards tourism, land use conflicts, and others. A number of important opportunities have also been acknowledged including hot spring developments, expansion of heritage resources, accommodation requirements and many others.

Based on the various constraints, opportunities, and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for Southwestern British Columbia Tourism Region (Figure 4). The region-wide development concept or policy is:

> To further enhance the role of the Region as a provincial tourism destination area and as the major international gateway to the province. The existing market appeal will be broadened by the continued development of the coastal resources and the capability for high profile, active recreation activities of the northern and eastern areas of the Region including utilization of the Cariboo Gold Rush

> historic theme. Improvement and expansion of existing and proposed resort/leisure developments will be focussed on Harrison Hot Springs, Whistler, Pemberton/Lillooet near existing and proposed major travel routes in the inland areas and in the Vancouver and the Powell River area on the coast. A variety of accommodation, active and passive leisure pursuits and special land and water-based activities including international calibre theme parks will be offered to draw visitors on package tours or independent trips to various parts of the Region after their arrival in Vancouver. Improvements to road and air access system in the northern area (Pemberton to Lillooet) of the Nugget Loop and the development of Harrison-Lillooet Trail with its water and overland linkages will provide new destination oriented opportunities to attract the growing heritage and adventure vacation markets.

This policy statement outlines the rationale to guide the future preparation of development proposals for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts for each of the 16 planning units (see Figure 4) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach to tourism growth and the development guidelines and principles to be followed. These statements will indicate tourism development intent within the planning horizon and accordingly should be included in integrated resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach a range of alternatives capable of application by various levels of government and the private sector can be evaluated or judged as to

# Regional Development Strategy

**Figure 4**

**Regional Development Concept**

To further enhance the role of the region as a provincial tourism destination area and as the major international gateway to the province. The existing market appeal will be broadened by the continued development of the coastal resources and the capability for high profile, active recreation activities of the northern and eastern areas of the region including utilization of the Cariboo Gold Rush historic theme. Improvement and expansion of existing and proposed resort/leisure developments will be focused on Harrison Hot Springs, Whistler, Pemberton/Lillooet near existing and proposed major travel routes in the inland areas and in the Vancouver and the Powell River area on the coast. A variety of accommodation, active and passive leisure pursuits and special land and water-based activities including international calibre theme parks will be offered to draw visitors on package tours or independent trips to various parts of the region after their arrival in Vancouver. Improvements to road and air access system in the northern area (Pemberton to Lillooet) of the Nugget Loop and the development of the Harrison-Lillooet trail with its water and overland linkages will provide new destination oriented opportunities to attract the growing heritage and adventure vacation markets.

## Tourism Market and Trip Characteristics

| Planning Unit Development Concept | | PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL | | | | | GROUP MODE/ DURATION (days) | | PRIMARY TRIP PURPOSE | | | | | | | TRANSPORTATION MODE ALTERNATIVES | | | | | | ACTIVITIES AND EXPERIENCES | | | | | | | | | Implementation Strategy |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | International | U.S. | Domestic | Provincial | Regional | Single/Family Groups | Package Tours | Four Season Vacation Resorts | Non-Urban Scenic Touring | Urban Site-Seeing | Special Purpose Recreation | Experience New Cultures & Lifestyles | Warm Weather Outdoor Recreation | Cool Weather Outdoor Recreation | Fly/drive | Rail | Auto/Bus | Boat | Boat/auto | Boat/rail | Boating/Canoeing | Fishing | Other Water Sports/Activities | Alpine Skiing/Cross-Country Skiing Heli-Skiing | Hunting/Wildlife Viewing | Structured Outdoor Recreation Activities Golf, Tennis | Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking | Historical Attractions/Cultural or Popular Events | Special Features or Developments | |
| **FRASER LOWLAND**<br>Maintain the status of Vancouver as a provincial tourism service/destination centre/international gateway by upgrading amenities and facilities in response to market pressures. Augment existing tourism accommodation, attractions, transit and other services for use by package tours. Further major developments will be focused on the cruise ship, boat chartering and convention elements. Natural park, historic and other recreation attractions with high tourist visitation potential are to be designed to accommodate tourists and residents. | MARKET | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● | ● | | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | ● | ● | ● | ● | ● | FREE ENTERPRISE |
| **SUNSHINE COAST**<br>Unit to be developed as an outdoor/marine recreation area utilized mainly by Lower Mainland residents. Second home, marina/marine park, hiking/bicycle trail opportunities are to be expanded in response to market demands and resources. Establish the unit, especially the Howe Sound area as a marine outdoor recreation area with improved boating and onshore extensive facilities. Landscape and water management policies are required to control negative impacts from industrial uses. | MARKET | | | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | | | | ● | | ● | | ● | | ● | | ● | ● | ● | | ● | ● | ● | | ● | ● | ● | ● | | FREE ENTERPRISE |
| **POWELL RIVER/JERVIS INLET**<br>Develop Powell River as a local tourism service centre focusing on fjord boat excursions, scuba diving and resort elements. Integrate attractions such as Desolation Sound Underwater Marine Park and recreational boating services with the adjacent Discovery Passage Marine Recreation Area. Develop four-season resorts and campgrounds on Texada Island and nearby Jervis Inlet. Extensive water/backshore recreation activities can be offered on the inland lake system. | ECONOMY | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | | | ● | ● | | ● | | ● | ● | ● | | ● | ● | ● | | ● | ● | ● | | ●<br>● | ● | ● | | ● | OPTIMIZE ECONOMIC IMPACT |
| **BUTE/TOBA INLETS**<br>Maintain the scenic mountain and fjord character, fish and wildlife resources of the unit. Remote lodge, wilderness experience school and boat excursions are appropriate low-key activities. Landscape management plan required to preserve scenic shoreland resources. | CONSERVER | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | | | | ● | | ● | | ● | | | | | ● | ● | | ● | ● | ● | | ● | | ● | | | OPTIMIZE FUTURE BENEFITS |
| **[illegible]**<br>The mountainous nature of the unit, its inaccessibility and proximity to the population centres suggests that continued use as an extensive mountain recreation hinterland for Vancouver area residents is most appropriate. Continued expansion of access and trails system for hiking, horseback riding and hunting/canoeing can occur as market dictates. | CONSERVER | | | | ● Sp,S,F,W | ● Sp,S,F,W | | | | ● | | ● | | ● | ● | | | ● | ● | | | ● | ● | | ● | ●<br>● | | ● | | | OPTIMIZE FUTURE BENEFITS |
| **[illegible] LAKE**<br>The southern portion of the unit will be developed as a regional tourism destination area with expansion/upgrading of existing resorts and establishment of alpine ski and four-season resorts. Harrison Lake will be utilized for beach/marine related activities, boat excursions and as the starting point for the land and water-based Harrison-Lillooet Historic Trail. The remainder of the unit will be managed as a scenic landscape for extensive recreation by resort guests, residents and boat passengers. Feasibility of new hot spring [illegible] to be examined. | RESOURCE | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | | | ● | ● | | ● | | ● | ● | ● | | ● | ● | | | ● | ● | ● | ● | ● | ● | ● | ● | | FACILITATE GROWTH |
| **[illegible]**<br>The planned four-season destination/alpine ski resort community at Whistler predetermines the magnitude of growth. Proximity to the Vancouver gateway/destination centre, a major theme park, Highway 99 scenic corridor suggests the need for improved passenger rail service and for landscape management. Squamish will develop as a local tourism service centre for transient visitors and for back-country recreationists. Garibaldi Park will require improved trails and camping facilities to protect wilderness values as resident and visitor use increases. | MARKET | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | | | ● | ● | | ● | | ● | ● | ● | ● | ● | ● | | | ● | ● | ● | ● | ● | ● | ● | | ● | FACILITATE GROWTH |
| **LILLOOET LAKE**<br>[illegible] will be managed as a backcountry recreation area emphasizing the heritage aspects of its role on the Harrison-Lillooet Trail. Activities will include hiking and trail rides between Harrison Lake and Pemberton and rafting trips down the wild and scenic Lillooet River. Trails, campgrounds and rustic "roadhouses" will be developed. Upgrading of forest access road required. | RESOURCE | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | ● Sp,S,F | | | | ● | | ● | ● | ● | | | | ● | ● | | | ● | ● | ● | | ● | | ● | ● | | FACILITATE GROWTH |
| **STEIN [illegible]**<br>The unique mountain wilderness and wildlife character of this unit requires protection and management to meet tourism objectives. The Stein watershed and undisturbed portions of the [illegible] watershed may be designated as a Wilderness Conservancy. Hiking trail systems are considered appropriate tourism developments that may be used by both individuals and adventure tour operators. An international class alpine ski development and four-season resort complex may be developed as market dictates and natural resources permit. | CONSERVER | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | | | | ● | | ● | | ● | ● | | | ● | ● | | | ● | ● | | | ● | | ● | | | OPTIMIZE FUTURE BENEFITS |
| **PACIFIC RANGES**<br>Maintain the character of the unit as a remote and rugged mountain wilderness area. The mountainous nature of the unit dictates that only extensive and low impact uses are appropriate. River rafting in the Elaho-Squamish Rivers and heli-skiing on the Lillooet and other glaciers are permissible commercial uses along with guided backcountry adventure tours and mountaineering expeditions. | CONSERVER | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | ● Sp,S,F,W | | | | ● | | ● | | ● | ● | ● | | | | | | ● | ● | ● | | ●<br>● | | ● | | ● | OPTIMIZE FUTURE BENEFITS |

# Regional Development Strategy

**Figure 4**

## Regional Development Concept

| Planning Unit Development Concept | | Tourism Market and Trip Characteristics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Implementation Strategy |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL | | | | | GROUP MODE/ DURATION (days) | | PRIMARY TRIP PURPOSE | | | | | | | TRANSPORTATION MODE ALTERNATIVES | | | | | | ACTIVITIES AND EXPERIENCES | | | | | | | | | |
| | | International | U.S. | Domestic | Provincial | Regional | Single/Family Groups | Package Tours | Four Season Vacation Resorts | Non-Urban Scenic Touring | Urban Site-Seeing | Special Purpose Recreation | Experience New Cultures & Lifestyles | Warm Weather Outdoor Recreation | Cool Weather Outdoor Recreation | Fly/drive | Rail | Auto/Bus | Boat | Boat/auto | Boat/rail | Boating/Canoeing | Fishing | Other Water Sports/Activities | Alping Skiing/ Cross-Country Skiing Heli-Skiing | Hunting/ Wildlife Viewing | Structured Outdoor Recreation Activities Golf, Tennis | Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking | Historical Attractions/ Cultural or Popular Events | Special Features or Developments | |
| PEMBERTON/CAYOOSH RANGE<br>Establish unit as a regional outdoor recreation area by utilizing the wide range of available resources to provide a variety of active land and water-based activities. A systems approach to the development of hiking, riding, cross-country skiing and campgrounds will be considered along with kayaking, rafting and farm vacation opportunities. Destination lakeside and hot springs resorts and a heli-ski base camp are considered appropriate high profile developments. The heritage elements of this portion of the Harrison-Lillooet trail will be actively interpreted. | RESOURCE | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | | | ● | ● | | ● | ● | ● | ● | ● | ● | ● | ● | | | ● | ● | ● | <br>● | <br>● | ● | ● | ● | ● | FACILITATE GROWTH |
| DICKSON RANGE/CARPENTER LAKE<br>Maintain the rugged mountain and scenic valley resources of the unit for low key resident/tourism uses and the existing fishing lodges. Additional lakeside lodges and camping/trail opportunities could be developed that enable fishing, nature study and wildlife oriented backcountry trips. Low impact extensive water and land-based activities are acceptable types of use. New developments that compromise the resource base of existing lodges should not be permitted. | CONSERVER | | ●<br>Sp,S,F | | ●<br>Sp,S,F | ●<br>Sp,S,F | | | | ● | | ● | | ● | | ● | | ● | | | | ● | ● | | <br>● | ●<br>● | | ● | | | OPTIMIZE FUTURE BENEFITS |
| LILLOOET/UPPER FRASER<br>This unit and the Pemberton/Cayoosh Range unit will be closely tied to the historic theme of the Cariboo Gold Rush and to related road/trail/water extensive recreation linkages. Lillooet will become a regional tourism service centre with a dominant historic village character with quality tourism amenities. The community will be a terminal point for Fraser River rafting trips, hiking, horseback riding, major cross-country ski events from Pemberton along the old gold rush route. A school for licensing outdoor tourism activities may be located in Lillooet. | RESOURCE | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | | | ● | ● | | ● | ● | ● | ● | ● | ● | ● | | | | ● | ● | | ●<br>● | <br>● | ● | ● | ● | | FACILITATE GROWTH |
| FRASER CANYON<br>The spectacular rugged landform of this unit, its transportation role and historic significance will be complemented by a variety of interpretive developments catering to the transient nature of the markets for this area. Yale will be the site for interpretation of the Cariboo Gold Rush and railroad development along the Fraser. Boat excursions may be established between Hope and Yale, wild and scenic river rafting day trips and Hope to Lillooet Scenic/Historic guided bus tours. This unit will also be a spectacular leg on the Kamloops to Victoria "Hells Gate" Adventure Race. | RESOURCE | ●<br>Sp,S,F | ●<br>Sp,S,F | ●<br>Sp,S,F | ●<br>Sp,S,F | ●<br>Sp,S,F | | | | ● | | ● | ● | ● | | ● | ● | ● | ● | | | | ● | ● | | <br>● | | ● | ● | | FREE ENTERPRISE |
| SKAGIT RANGE AND CASCADE RANGE<br>The rugged mountain nature, existing Park/Recreation Area designation and present use patterns suggests that this unit continue in its present role. Develop further the backcountry recreation opportunities of the Skagit and Chilliwack river valleys, and Manning Park and protect against damaging resources uses. Investigate recreation tourism potential related to the proposed Coquihalla Highway. Establish Hope as a local tourism service centre and examine potential of a West Coast Indian "living village" attraction. | RESOURCE | | | | ●<br>Sp,S,F,W | ●<br>Sp,S,F,W | | | | ● | | ● | | ● | ● | | | ● | | | | ● | ● | | ●<br>● | ●<br>● | | ● | | | OPTIMIZE FUTURE BENEFITS/ FACILITATE GROWTH |
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their contributions to the goals of the Region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to the possible benefits and potential conflicts that may arise. Within the tourism industry it has become evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. A systems approach, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation from government agencies.

In promoting the orderly economic growth of the planning area from a tourism perspective, the policies and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, identification of existing and future market opportunities, and to safeguard environmental quality and socio-economic benefits for the Region. It is anticipated that tourism will exert an increasingly significant influence on the course and direction of regional development in the planning area.

In order to achieve a reasonable amount of flexibility in the plan to compensate for the diversity of conditions in the Region, an attempt has been made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific individual use areas. While the development strategy provides a degree of flexibility, major technological advances and changes in the energy situation could develop which might affect the programs and policies and development of the plan. Therefore, the policy statements for the Southwestern British Columbia Tourism Region should be reviewed at regular intervals (possibly every five years) and provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the Region.

In Figure 4, Regional Development Strategy, the development concept for the Region and each of the 16 planning units are outlined and the projected tourism markets and characteristics identified. Further, the planning and implementation strategies to be considered in realizing the development concept are shown. It is noteworthy that 11 of the 16 landscape/planning units have tourism resources with the capability to attract specific international markets; the Fraser Lowland unit largely for its urban amenities and attractions and the others for their natural resource-based attractions and activities. Ten of the landscape/planning units have the resource capability and climatic characteristics suitable for attracting markets on a four-season basis while the remaining six can be utilized during the warm weather season. Seven of the units have the attractions and activities to accommodate package tours for stays of longer than two days.

In terms of primary trip purpose there are five landscape/planning units that have high quality resources that are capable of supporting four-season vacation resorts. Twelve units have mountain scenic touring potential and 14 have water-based opportunities (four are coastal waters and ten are inland waters). However, only the Fraser Lowland unit has the ability to support urban sightseeing. Because of the diverse topography and land and water capabilities all 16 planning units have the resources suitable for special purpose recreation such as skiing (heli, alpine, cross-country), river rafting, mountaineering and yachting.

The Fraser Lowland has a number of interesting, contemporary cultures and lifestyles in a cosmopolitan urban setting as well as rural/agricultural settings which can be enjoyed by tourists. There are opportunities for developing heritage experiences in four of the units and a west coast Native Indian cultural experience in one unit as well.

In the next five years, it is anticipated that access to the Region will continue to be primarily by private automobile considerably augmented by bus and train tours, cruise ship visits and with commercial airlines providing increasing numbers of entries. Within the Region, group mode travel will increase considerably in importance with the development of several destination resort opportunities and a growing variety of tourist attractions. Because of the international gateway function there will likely be a major increase in the numbers of group tours visiting Vancouver for short periods (2 to 3 days) before dispersing to destination resorts or guided tours through other regions of the province.

As illustrated in Figure 4 most landscape units have the capability to support a diverse range of tourism activities and related experiences. The water base is extremely important in providing a complete range of boating experiences from kayaking and river rafting to yacht cruising. The Fraser Lowland, Pemberton/Cayoosh Ranges and Harrison Lake units have virtually a full compliment of activities and experiences with the exception of hunting. Hunting by regional residents will continue to occur, however, it is an activity that will not be promoted for tourism purposes. Fishing is an activity that will continue to be important in virtually every landscape/planning unit thus every effort should be made to safeguard and enhance the anadromous and freshwater sport fish populations.

As previously outlined in this chapter, there are a number of implementation approaches that may be taken to guide growth and development of an area. It is also recognized that there may be variations within a planning area as to the type of investment opportunities. An "optimize future benefits" sub-strategy is appropriate in six units. They are, without exception, typically mountainous in character, with limited or no internal access and include sensitive wildlife and extensive recreation areas with the result that a conserver approach should be taken.

Six landscape/planning units have been assigned a "facilitate growth" sub-strategy. These units include existing tourism areas (Whistler/Garibaldi Park, Harrison Lake) and those on the proposed Nugget Loop and/or in a proposed outdoor recreation area with good commercial development opportunities (Lillooet Lake, Pemberton/Cayoosh Ranges, Lillooet/Upper Fraser, Cascade Range). They will require significant amounts of investment if the development objectives are to be achieved. Support by the public sector for facilities and activities could be provided by identifying or supporting commercially viable business opportunities.

Three units in the Region are considered appropriate for a "free enterprise" sub-strategy. The Fraser Lowland, the Fraser Canyon and Sunshine Coast are considered to have sufficient tourism investment opportunities, market pressures and entrepreneurial capability to generate the necessary development funds without public sector assistance.

The Powell River/Jervis Inlet planning unit is the only area assigned an "optimize economic impact" implementation sub-strategy. The amount of investment required, the limited local economic capability and the need to provide additional means of employment dictates a considerable degree of public sector support in the planning and development of tourism opportunities. It is expected that this involvement might include tourism/recreation facility development, accommodation, planning and visitor services.

It is anticipated that the scope and intent of the regional development strategy and concepts will establish a general framework within which future development may be directed by indicating what tourism markets should be pursued, where the main types of tourism activities should occur and how they should be developed.

# 6.0 REGIONAL TOURISM DEVELOPMENT PLAN

## 6.1 Introduction

In previous chapters, an assessment of supply, demand, market analysis and local attitudes, perceptions and policies was undertaken. This was followed by the development of a regional strategy outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning area development concepts as outlined in Chapter 5.

The purpose of Chapter 6 is to highlight and describe the facility makeup of the regional plan, to identify specific guidelines and principles in the development of the plan and to outline priorities and phasing programmes. In addition, specific recommendations are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

## 6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Southwestern British Columbia Tourism Region. The guidelines and principles have been divided into three areas, namely: planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

## A. Planning

i) The intent of this study is to recommend a strategy for the growth and development of the tourism industry of the Southwestern British Columbia Tourism Region through the identification of tourism developments and actions required to match plant capability with resource potential and market demands.

ii) The Tourism Development Plan resulting from this study is to be a region-wide Plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the Plan does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both private and public sector consideration, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to suggest future government action.

v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the maritime, mountain and valley settings which contribute to the year-round tourism potential of the Region (e.g. ocean shoreline, lakes, rivers, sport fishery and wildlife resources) must be protected and enhanced to ensure that the Region can continue to satisfy and accommodate increasing numbers of tourists.

vi) The Plan will reflect a sensitivity to the expectations and attitudes of local residents toward tourism and tourism development especially in Greater Vancouver, the Fraser Valley and other distinctive areas and communities. Through the consideration of social carrying capacities exhibited by these areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as commercial fishing, agriculture and logging.

vii) The Plan recognizes that significant numbers of tourists and regional residents could compete for the various man-made and natural attractions and outdoor recreation opportunities of the Lower Fraser area. Therefore, effort must be made to direct tourism development in a manner that resident enjoyment of the Region is not diminished and tourist-resident conflicts are avoided.

viii) The Plan will attempt to spread the economic benefits of the Vancouver gateway and destination area to the outlying portions of the Region.

ix) The Plan will identify specific communities requiring improved streetscape appearance of the business districts and entrance areas; this is considered particularly important for communities on mass mode transportation routes.

x) The significant recreation and tourism potential of the Region should be given serious consideration in the use and management of Crown Lands. In this regard, co-ordination among the various agencies and levels of government is essential.

xi) The type, character and market attraction of intervening opportunities, or tourism development proposed for neighbouring regions of the province and Washington State, competing for the same markets was considered in the Provincial Tourism Development Strategy and has been further assessed in the development of regional plans.

xii) Greater availability of information on a multi-language basis is required to direct tourists concerning resorts, package tours, accommodation, special events and attractions. Assessment of specific audio-visual requirements is required at Vancouver International airport, border entry points, ferry terminals and tourism information centres.

xiii) The long range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the variety and character of development opportunities recommended in the Plan.

xiv) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource use, management or regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various resource use policies, plans and programs. In such areas as the Lillooet River - Harrison Lake system, resource management decisions are required prior to major capital investment by the tourist industry.

xv) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long term basis, with short term reviews (5 years) assessing the strategy's continued suitability to local, regional and provincial requirements.

xvi) The scenic character of valleys and adjacent mountain slopes, ocean, lake and river shorelines in areas with existing or proposed tourism use should be protected by the establishment of land use policies which recognize the scenic values.

xvii) The Plan will recognize the need to have its recommendations and development proposals reflect the plans of the Regional Districts of Greater Vancouver, Dewdney-Alouette, Fraser-Cheam, Squamish-Lillooet, Central Fraser Valley, Powell River, Sunshine Coast and Thompson-Nicola to generate support for their implementation on an integrated rather than "piecemeal" basis.

xviii) A number of significant projects have recently commenced construction in this Region, among them: B.C. Place, the cruise ship terminal, a major convention centre and a large covered stadium; all in the Vancouver area. Such projects represent an immense investment and an opportunity to increase travel related revenues for the Region and other parts of British Columbia. It also implies responsibilities on the part of the senior governments and industry, especially regarding these projects' impacts and investment requirements elsewhere in the Region and province.

## B. Development

i) The Plan will, wherever feasible, stress nodal development within specific tourism destination areas and provide a variety of primary and associated tourism opportunities of both a maritime and terrestrial nature.

ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of an awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This aspect is especially important in the establishment of tourism destination areas.

iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbances to other land uses especially in the valley areas.

iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.

v) The Plan will recommend the upgrading of the existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the sophisticated requirements of the target market segments.

vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each major destination/centre with one or more major themes, giving it a distinct identity from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.

vii) The development of new attractions should occur within designated tourism areas and ensure a wide variety of activities and a healthy four-season industry. New shoulder season events and attractions should be established in recognized tourism centres in order to ensure their success in the short term.

viii) Where warranted, the Plan will endeavour to increase the competitive position of the Region's tourism industry by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments.

ix) Due to the limited transportation system to and within all parts of the Region outside the Fraser Valley, mass mode transportation to major tourism attractions and destination areas from gateway and service centres is to be explored and, where feasible, emphasized to lessen the impact of future energy-related travel dislocations. Bus, rail, air and ferry access throughout the planning area is considered particularly appropriate in this part of British Columbia. Innovative fly-drive, sea-drive and rail-sea, package tours will help to "catch" the imagination of the tourist and disperse use across the Region.

x) Unserviced development should be restricted on lands adjacent to all water bodies until the suitability for septic tank or other surface disposal systems is determined.

xi) Designation of access routes and backcountry outdoor recreation areas is required to ensure that adequate areas are provided for extensive recreation uses. Management of scenic highway routes is required in order to obtain an integrated approach to planning/preservation of scenic resources and realization of the goals and objectives for highway corridors from a tourism perspective.

## C. Market

i) The Plan will focus on increasing the industry's penetration of the Region's traditional markets supported by substantial increases in the international high expenditure package tours, fly-drive, cruise ship and specialty markets for activities such as river-rafting, heli-skiing and backcountry travel. Emerging specialty markets such as scuba diving, kayaking/canoeing, mountaineering and sailing/cruising will be pursued.

ii) Through a variety of avenues including cluster developments, theme associations, unique attractions, special events, market segmentation and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities for specific areas along the Nugget Loop.

iii) Even though the Plan will focus on the Region's traditional markets (i.e., for urban sightseeing, winter vacations, sport fishing), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and flexibility for accommodating shifts in the type and quality of activities, attractions and services required by traditional and other market segments.

iv) To ensure a continual commitment and use by the traditional Washington State, Prairie Province and regional markets of the planning area's tourism and recreation facilities, the Plan will strive to foster second home ownership and shared right-to-use schemes in areas where there is a suitable resource and attraction base and where the impact on other resource uses, such as forestry, mining and fish and wildlife can be minimized. Similarly, the Plan will encourage a strong effort being placed in retaining and expanding Canadian, U.S. West Coast and international markets through the development of a more competitive plant in areas other than Vancouver, the promotion of packaged tours, improved international/charter air access and improved ferry access along the coast.

v) Extensive pressures for day use and weekend recreation facilities are generated by both the local residents and regional markets in the major service/gateway centres and Howe Sound/Sunshine Coast areas. The Plan will recognize the potential use conflicts and strive to reduce competition through facility location, market appeal, development and programming for particular user groups.

vi) The Plan strives to capitalize on the market awareness and cosmopolitan appeal of Vancouver with its ocean and mountain setting. Programs should be developed to promote the city as the gateway to the province and the Region through the road, rail, airport and seaport facilities and the available linkages to disperse tourists to specific destination areas and along various travel routes.

## 6.3 Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with the use of a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination areas; tourism service centres; gateway cities; transportation routes/corridors; destination resorts, events and attractions; and parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning/policy development programs on a regional, corridor and nodal basis. It is considered essential that future planning and development programs be tied to the type of development and geographical area and not only to the broad industry sectors. In establishing the hierarchy and the elements included therein, the study team has been cognizant of the following:

- Natural, physical, historical and cultural resources within the planning area.
- Existing tourism facilities/accommodations.
- Present travel trends, habits and activity preferences of resident and non-resident markets.
- Future needs and expectations of market segments.
- Local goals and objectives and recognition of local lifestyles.
- Goals and objectives of the study from both provincial and regional industry perspectives.

The hierarchy will assist in presenting a rationale for the Southwestern British Columbia Tourism Region and allow easy comparison and analysis between regions.

## TABLE 15

## HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Outdoor Recreation Areas

Tourism Service Centres

- International
- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes Including:
  - Scenic Drive/Route
  - Eco Tour/Route
  - Historic Route
  - Backcountry Route
  - Wild and Scenic River
  - Recreational Waterway

Tourism Destination Resorts, Events and Attractions

- Summer Resorts
- Winter Resorts
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Tourism Events/Festivals
- Local Events/Attractions

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix 1.

## 6.4 General Description of Plan

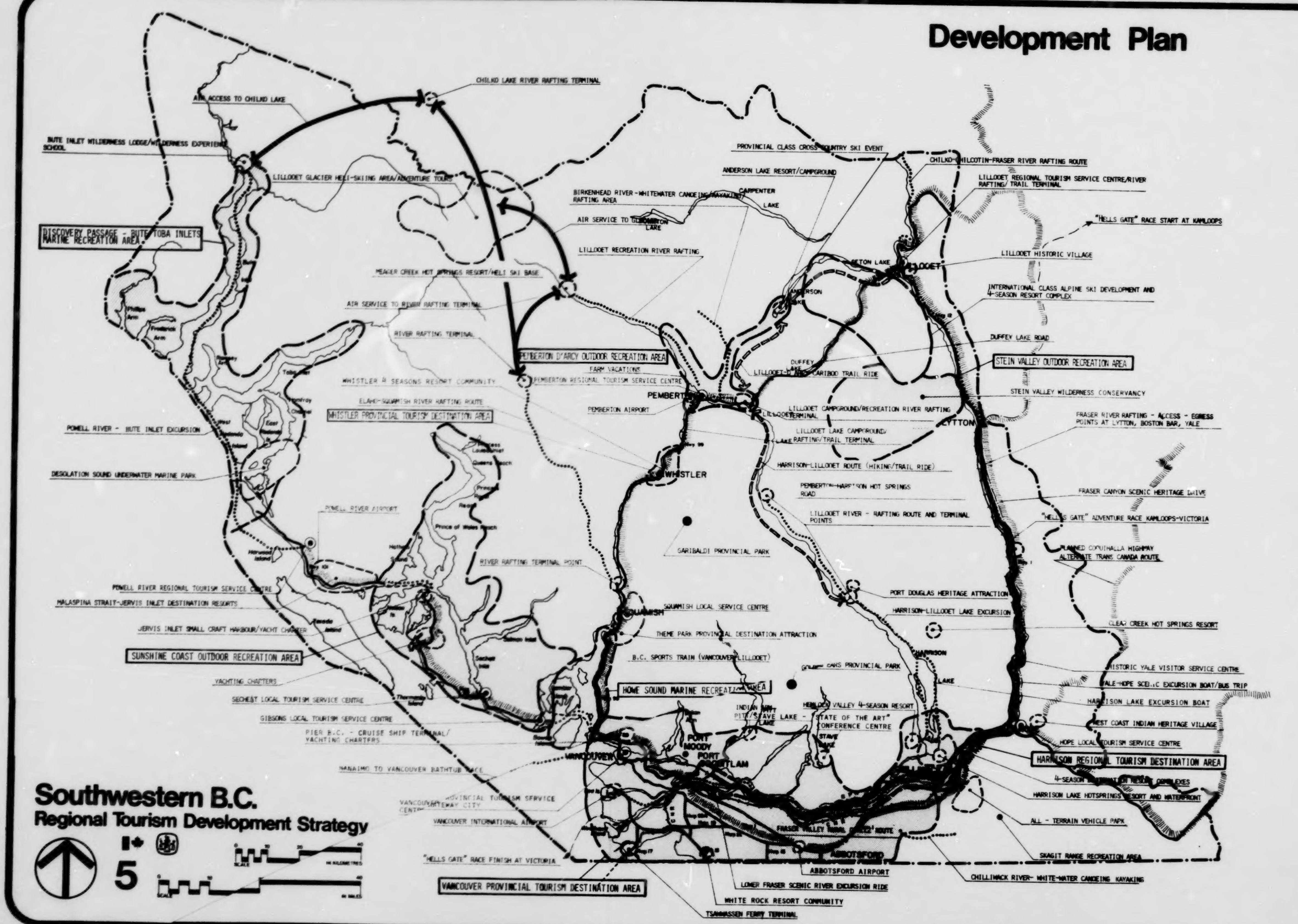
The markets for tourism facilities throughout the Southwestern British Columbia Tourism Region are projected to grow considerably as a result of increased international travel, available resource opportunities, a growing Canadian market and demands for increased quality leisure time amenities by the local residents. However, to realize the potential of this Region, implementation of a Plan is required that will result in the development of new facilities/ attractions and a clear program for both the public and private sectors.

As displayed in Drawing No. 5, an integral part of tourism growth and the provision of economic and social benefits will be in the development of new and/or the expansion of selected destination resort communities and centres within specific geographic areas offering supporting facilities, attractions and events. The demand for specialty tourism opportunities in the Southwestern British Columbia Tourism Region is expected to increase substantially over the planning horizon with a number of specific resource/market opportunities including yacht chartering, scuba diving, backcountry travel, alpine skiing, water-based recreation associated with wild and scenic rivers.

The Region has abundant tourism resources which have been developed to varying degrees. Outside the Greater Vancouver and Whistler areas, tourism is primarily oriented to regional markets. A comparison of projected demand with supply indicates, that while there is an abundance of resources upon which the industry could grow, the need for facility development in designated areas to complement other existing and proposed facilities, events and attractions is critical.

As indicated in the Provincial Tourism Development Strategy and as outlined in the strategy statement for the Southwestern British Columbia Tourism Region (Figure 4), future tourism development is to be strategically located in tourism destination areas of provincial and regional significance. As noted in the hierarchy, specific outdoor recreation areas are discussed in the context of destination areas. It is anticipated that by identifying specific areas with distinctive theme elements, an identity can be established with a positive effect on the marketing of the resources. Also, through the establishment of particular destination areas, a number of concerns can be more efficiently planned for or managed, including; mass mode transportation; development of a "critical mass"; provision of quality services, infrastructure, accommodation and attractions; increased opportunities for planned, controlled development; protection of environmental and quality of life objectives; and the need to extend seasons and move towards year-round operation. Many of these concerns could only be met through the designation of destination areas and systematic planning of the resources therein.

# Development Plan


CHILKO LAKE RIVER RAFTING TERMINAL
AIR ACCESS TO CHILKO LAKE
BUTE INLET WILDERNESS LODGE/WILDERNESS EXPERIENCE SCHOOL
LILLOOET GLACIER HELI-SKIING AREA/ADVENTURE TOURS
DISCOVERY PASSAGE - BUTE TOBA INLETS MARINE RECREATION AREA
PROVINCIAL CLASS CROSS COUNTRY SKI EVENT
ANDERSON LAKE RESORT/CAMPGROUND
CHILKO-CHILCOTIN-FRASER RIVER RAFTING ROUTE
LILLOOET REGIONAL TOURISM SERVICE CENTRE/RIVER RAFTING/ TRAIL TERMINAL
BIRKENHEAD RIVER - WHITEWATER CANOEING/KAYAKING/ RAFTING AREA
CARPENTER LAKE
AIR SERVICE TO DOWNTON LAKE
"HELLS GATE" RACE START AT KAMLOOPS
LILLOOET RECREATION RIVER RAFTING
SETON LAKE
LILLOOET
LILLOOET HISTORIC VILLAGE
MEAGER CREEK HOT SPRINGS RESORT/HELI SKI BASE
AIR SERVICE TO RIVER RAFTING TERMINAL
ANDERSON LAKE
INTERNATIONAL CLASS ALPINE SKI DEVELOPMENT AND 4-SEASON RESORT COMPLEX
RIVER RAFTING TERMINAL
DUFFEY LAKE ROAD
PEMBERTON D'ARCY OUTDOOR RECREATION AREA
DUFFEY LAKE
LILLOOET-D'ARCY CARIBOO TRAIL RIDE
STEIN VALLEY OUTDOOR RECREATION AREA
FARM VACATIONS
WHISTLER 4 SEASONS RESORT COMMUNITY
PEMBERTON REGIONAL TOURISM SERVICE CENTRE
STEIN VALLEY WILDERNESS CONSERVANCY
ELAHO-SQUAMISH RIVER RAFTING ROUTE
PEMBERTON
PEMBERTON AIRPORT
LILLOOET CAMPGROUND/RECREATION RIVER RAFTING TERMINAL
WHISTLER PROVINCIAL TOURISM DESTINATION AREA
LYTTON
FRASER RIVER RAFTING - ACCESS - EGRESS POINTS AT LYTTON, BOSTON BAR, YALE
LILLOOET LAKE CAMPGROUND/ RAFTING/TRAIL TERMINAL
POWELL RIVER - BUTE INLET EXCURSION
HARRISON-LILLOOET ROUTE (HIKING/TRAIL RIDE)
DESOLATION SOUND UNDERWATER MARINE PARK
WHISTLER
PEMBERTON-HARRISON HOT SPRINGS ROAD
FRASER CANYON SCENIC HERITAGE DRIVE
POWELL RIVER AIRPORT
LILLOOET RIVER - RAFTING ROUTE AND TERMINAL POINTS
"HELLS GATE" ADVENTURE RACE KAMLOOPS-VICTORIA
GARIBALDI PROVINCIAL PARK
PLANNED COQUIHALLA HIGHWAY ALTERNATE TRANS CANADA ROUTE
RIVER RAFTING TERMINAL POINT
POWELL RIVER REGIONAL TOURISM SERVICE CENTRE
MALASPINA STRAIT-JERVIS INLET DESTINATION RESORTS
PORT DOUGLAS HERITAGE ATTRACTION
SQUAMISH LOCAL SERVICE CENTRE
SQUAMISH
HARRISON-LILLOOET LAKE EXCURSION
JERVIS INLET SMALL CRAFT HARBOUR/YACHT CHARTER
THEME PARK PROVINCIAL DESTINATION ATTRACTION
CLEAR CREEK HOT SPRINGS RESORT
SUNSHINE COAST OUTDOOR RECREATION AREA
HARRISON LAKE
B.C. SPORTS TRAIN (VANCOUVER-LILLOOET)
GOLDEN EARS PROVINCIAL PARK
HISTORIC YALE VISITOR SERVICE CENTRE
YACHTING CHARTERS
HOWE SOUND MARINE RECREATION AREA
YALE-HOPE SCENIC EXCURSION BOAT/BUS TRIP
SECHELT LOCAL TOURISM SERVICE CENTRE
HEMLOCK VALLEY 4-SEASON RESORT
HARRISON LAKE EXCURSION BOAT
INDIAN ARM PITT/STAVE LAKE - "STATE OF THE ART" CONFERENCE CENTRE
GIBSONS LOCAL TOURISM SERVICE CENTRE
WEST COAST INDIAN HERITAGE VILLAGE
PIER B.C. - CRUISE SHIP TERMINAL/ YACHTING CHARTERS
PORT MOODY
STAVE LAKE
HOPE LOCAL TOURISM SERVICE CENTRE
VANCOUVER
PORT COQUITLAM
HARRISON REGIONAL TOURISM DESTINATION AREA
NANAIMO TO VANCOUVER BATHTUB RACE
4-SEASON DESTINATION RESORT COMPLEXES
HARRISON LAKE HOTSPRINGS RESORT AND WATERFRONT
VANCOUVER PROVINCIAL TOURISM SERVICE CENTRE GATEWAY CITY
VANCOUVER INTERNATIONAL AIRPORT
FRASER VALLEY RURAL ROUTE
ALL - TERRAIN VEHICLE PARK
SKAGIT RANGE RECREATION AREA
"HELLS GATE" RACE FINISH AT VICTORIA
ABBOTSFORD
ABBOTSFORD AIRPORT
CHILLIWACK RIVER- WHITE-WATER CANOEING KAYAKING
VANCOUVER PROVINCIAL TOURISM DESTINATION AREA
LOWER FRASER SCENIC RIVER EXCURSION RIDE
WHITE ROCK RESORT COMMUNITY
TSAWWASSEN FERRY TERMINAL
SCALE
IN KILOMETRES
IN MILES

**Southwestern B.C.**

**Regional Tourism Development Strategy**

**5**

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREIN IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE.

### 6.4.1 Vancouver Provincial Tourism Destination Area

The majority of the Lower Mainland including all of Greater Vancouver was not covered by the TIDSA program nor was this area slated for inclusion in the Southwestern British Columbia Tourism Plan. However, planning for the entire Region is extremely difficult without recognition of the role of the Vancouver area; consequently, a set of general recommendations for the area have been made.

This provincial tourism destination area is based on the international gateway city of Vancouver, a major cosmopolitan west coast centre in a spectacular mountain and marine setting. Currently, the area is the primary destination area for North American and international visitors to British Columbia. As a populous, long-settled area with good proximity to rugged, mountainous terrain and an extensive ocean shoreline, the area offers all classes of food and accommodation services, a very wide range of indoor and outdoor attractions and recreation capabilities, numerous events and multiple opportunities for day excursions, as well as a commencement point for tours throughout the Southwestern British Columbia Tourism Region and all other provincial tourism regions. The generally mild climate, combined with a 1300 m elevation range within the destination area permits four-season and overlapping seasonal activities.

This destination area has been developed to offer both family-oriented and sophisticated traveller experiences but is in need of a strengthened year-round capability, greater ability to cater .to mass mode group travellers, to increasing international visitors, and the dispersal of travellers over a larger area so that the social carrying capacity of the central city is not exceeded. In this provincial tourism destination area, a series of themes and specific attractions, recreation activities, and transportation/information improvements have been suggested which broaden the area's appeal and enhance visitor and local resident enjoyment of the tourism amenities in this and other areas. Development of this destination area, as proposed, will not only sustain a year-round local tourism industry but provide the stimulus for additional travel elsewhere in the Region and province, especially during shoulder and off-seasons, a great benefit to the province as a whole.

Based on the area's heritage, recreation and resource aspects, as well as existing development and market demand, the following concepts provide the planning framework for future tourism development within the Vancouver destination area:

1. This destination area is the major gateway to British Columbia especially for international travellers.
2. The area already has the highest tourism visitation and expenditure but this condition must be modified to distribute the benefits throughout the destination area, the remainder of the Region and other regions within the province.
3. Because of the relatively compact nature of the area and the existence of multiple transportation modes, a more effective and efficient transport system to meet the demands of package and group travel should be offered. This is particularly important in recognition of energy constraints and the cost-effectiveness of group travel.
4. Tourism development should not be permitted to overwhelm either the resident population nor the essential character of the area with its seaport, service and agricultural base.
5. Local resident recreation facilities should continue to be developed for local needs.
6. There is the need for additional major tourism generators within the area capable of attracting visitors to the province and able to support year-round accommodation and food service developments.

7. As the destination area with the major urban centre within the province, the urban, sophisticated, metropolitan character should be accented, supported by the contrasts afforded by the superb natural setting and local resource base. Specifically, the following themes should be developed further for tourism purposes.

    - cosmopolitan centre in beautiful setting
    - seaport
    - agricultural heritage
    - fur trade heritage
    - Fraser delta/estuary

8. The emphasis in development should be on stimulating private enterprise investment; the area already has a strong market which needs differentiation and shoulder season activity. Generally, attractions, information and transportation elements may require some public support but support facilities, especially accommodation, should be developed privately.

9. Because of the likely increase in international travellers, improved visitor services for non-domestic travellers are required and more opportunities made available for the presentation of heritage and life experiences which are typically British Columbian and Canadian.

10. More emphasis should be placed on outdoor recreation opportunities which would accent low volume, high return activities such as yachting and scenic cruising.

11. Winter season events should be created to provide a greater year-round image, while supporting existing events.

12. With the need to shift gradually towards a mass mode emphasis, improvements in a variety of transportation aspects will be required, ranging from greater ground transportation to public transit and a package tour bus terminal. In particular, it will be important for British Columbia to receive improved bi-lateral air access routes which will open up more travel markets.
13. The role of Vancouver as a major cruise ship port should be promoted.
14. Multi-lingual tourist orientation centres with reservation systems should be available at key locations to facilitate long-haul travel to the Region and the province.

Presented below are specific tourism development components for the Vancouver provincial tourism destination area within the context of the Southwestern British Columbia Tourism Region.

### 6.4.1.1 Vancouver as a Cosmopolitan Centre

1. Support is given to the British Columbia Place development which could provide a quality introduction to visitors of the diversity of the province while being a major attraction fully capable of supporting tour group travellers year-round. The related stadium facilities will also broaden the market appeal particularly for specialty travel groups (e.g. sports, conventions and rallies).

2. Support is also given to the Pier B.C. development, particularly the new cruise ship terminal facilities. Both international and local cruise ship activities are expected to increase and to be a major port of call, the Vancouver area must offer a terminal capable of handling several vessels efficiently so that cruise ship visitors can make good use of their shore visit time and so that more cruise ships are able to operate in and out of Vancouver. The terminal should also assist in the development of more Canadian long distance cruises to Prince Rupert

and beyond to Alaska and, in the winter, west to Hawaii as well as medium length excursions to centres like Seattle or Victoria or Campbell River. In addition, the terminal may permit new combined cruises to originate in British Columbia, being a component of fly/cruise or rail/cruise packages. The recommendations of the Cruise Ship Study are supported by the study team.

3. Vancouver is already a growing convention centre but there are needs for both larger facilities to handle major conventions at an international scale as well as a smaller, prestigious "state-of-the-art" conference centre in a remote but accessible location. Support is given to the plan for a Vancouver convention centre including the efforts to house the Transpo '86 World Exposition. With regard to the small centre, it is felt that the combination of international gateway and close but "apparently remote" mountain/water settings offers the opportunity for a small retreat type of convention facility in a secluded natural setting. Among the possible locations are the shores of Pitt or Stave Lakes, or Indian Arm with access by float plane or boat.

4. In recognition of the existing cultural diversity in the area, further interpretation of local ethnic centres should occur such as the strengthening of Chinatown, the Japanese Fishing Village based in Steveston, Richmond, and preservation of the French presence in the Maillardville Sawmill Village. Vancouver is becoming a very worldly city but its ethnic heritage needs more prominent display and, in several cases, lends itself well to attractive heritage developments with both tourist appeal and local value. There is the need for building restoration or construction appropriate to the theme, restaurants with traditional foods, and cultural centres with lively programs of music, dance, theatre and art presentations. Depending upon local groups wishes, these areas and activities could be suitable for tour group visits.

5. The Vancouver area would benefit from additional events, some with at least regional significance, being held in the winter season. Events which emphasize the cultural cosmopolitan theme such as theatre festivals, epicurean delights (culinary competitions), or specific cultural presentations could be held during the winter season in indoor facilities and be tied to tour packages or specialty interests. The proposed expanded Art Gallery might complement and provide a forum for some of these events.
6. The Plan also supports the development of Granville Island and adjacent area which offers hours of self-guided tours through a blended commercial-residential development.

### 6.4.1.2 Seaport

Vancouver offers a great world class seaport being the largest ocean port on the west coast of North America, the largest export port on the Continent and a growing cruise ship port. The Port of Vancouver is regularly home to a dozen or more merchant ships in the Inner and Outer harbours and currently offers tours and audio-visual presentations on port interpretation and viewing opportunities at Vanterm and a minor arrangement at the Lynnterm at the mouth of the Lynn River. However, in general the port activities are not all that accessible nor that well known to the public. Of primary interest to tourists would be the harbour cruises, most of which are now predominantly summer runs. Since the harbour is a year round deep sea port, more cruise excursions should be encouraged to operate year-round and to be part of seaport tours which operate in conjunction with land-based attractions such as the Marine Museum, Granville Island in False Creek, the future B.C. Place or waterfront restaurant facilities. The long distance cruise ship role for the port with sleek cruise vessels and multi-lingual visitors is expected to expand considerably, necessitating more waterfront development.

The Port of Vancouver in conjunction with the City of Vancouver published a Port of Vancouver Central Waterfront Development Plan in late 1977. An update of this Development Plan is currently underway. Envisioned in this plan are a service vessel harbour, charter facilities, a fishing vessel basin, more visitor opportunities including restaurants and vantage points and increased cruise ship landings and embarkations. This plan concept as it relates to tourism growth and development, should be supported.

#### 6.4.1.3 Seaside

Traditionally, local residents and even Prairie visitors used to come to Vancouver for a seaside holiday. With the increase in energy consciousness and a strong sense of heritage preservation, the rejuvenation of the seaside theme could provide a good regional market vacation destination area within the larger area and a specialty destination suited to family holidays and a variety of tour groups, both overnight and excursion. The opportunity lies in the White Rock Community where the old fashioned seaside ambience is apparent and whose resources include an immense beach, long ocean pier, a generally amiable climate and possible mass mode access from Vancouver. The older ocean part of the community should be developed on a seaside theme with architectural building controls, an enlarged promenade, change rooms facilities, boat rentals including wind surfers, a greater variety of restaurants especially on the seafood theme capable of holding tour groups, a small children's amusement area, bed and breakfast and family-style seaside hotel accommodation, improved museum facilities, bus transit from Vancouver and a higher prominence for the local theatre troup and other forms of entertainment in the area's packaging. With the exception of parts of the Victoria area on Vancouver Island, no other community offers a genuine traditional seaside experience; the efforts made today, especially through the continued development of imaginative events, should be supported.

### 6.4.1.4 Agricultural Heritage

The Vancouver Provincial Tourism Destination area encompasses the majority of the very best farmland in British Columbia. Agriculture has been and still is, the mainstay of much of the Fraser Valley. This feature should be developed further as a local and regional attraction, especially for day trips. and as a provincial and national specialty interest at an international level as a slice of British Columbia daily life. The primary area of activity would be in the Surrey to Chilliwack area as well as parts of Pitt Meadows and Maple Ridge. Farm vacations for children, families and foreign visitors, should be more extensively developed, as well as bed and breakfast accommodation on farms. Rural tours should be created, designated and descriptions be prepared for routes suitable for individuals and tour buses, interpreting the diversity of agricultural activities. For example, dairying, market gardening, nurseries, cut flower production, hop production, and reclamation schemes such as the Pitt Polders or the Vedder Canal. Some of these activities could be supplemented with historical anecdotes, and visits to the Agassiz Experimental Farm, or the establishment of a permanent home for a regular Valley farmers' market. The highlight of this theme could be the development of a major agricultural demonstration farm whose operation would be designed for extensive and intensive visitor appreciation and education. Such a centre would operate year-round and serve, not only the local and regional population, but could be an outstanding component of a Valley tour. The centre should preferably be located in a strong, active agricultural area. In addition, several proposals have been made for heritage farm restoration; these should be supported as they would complement this theme and add significantly to the time dimension of interpretation. Included within this aspect should be the farm role of the old Fort Langley Settlement. Likewise the events now developed within this area with an agricultural theme are good and should be supported, expanded and further popularized as part of the "experience".

Because the Valley also supports a significant horse population but is within reasonable day trip of the bulk of the regional population and the tourism gateway, this agricultural area would also be an excellent area for the development of a major equestrian park. A preferred location would be at the far eastern extreme near Chilliwack so that mountain terrain for trail riding, as well as flat land, are available. Such a location would also provide an excellent year-round attraction to further support the accommodation base in the Harrison Hot Springs Resort area. This equestrian park should offer the broadest equestrian experience in British Columbia with indoor and outdoor facilities and spectator seating for both western and English riding events including specialty events such as barrel racing, fox-hunting, stadium jumping, cross-country eventing and polo. Racing events including thoroughbred and harness racing should also be available. Facilities and courses should be designed for the pleasure of both participants and spectators. The park should also offer boarding facilities, bridle paths and mountain trails, a public rental stable including children's pony rides, lessons, clinics and workshops, a quality trailer park/serviced campground, horse trailer drop area, corrals, restaurant and bar facilities. To increase the appeal of the park to non-riders, an equine interpretation/education centre should be developed portraying the history of breeds, genetics, the role of horses in Canadian historical development, famous Canadian horses, carriages and other horsedrawn vehicles, horses in British Columbia including their use in frontier exploration and the wild horses of yesterdays' cowboy. Presentation methods could use both displays and films; elsewhere specific equine related activities could be permitted for visitor viewing including shoeing, grooming and training. To further increase use of the park, a wide range of events should be held throughout the year including not only well advertised equine sports but dog shows, picnics, flower shows, track and field meets and concerts - that is, events which usually have extensive space requirements. Parts of the park should be accessible by horse-drawn vehicle and the whole park developed to a high standard of landscaping. Properly executed, the park will not only serve equine interests in British Columbia including higher competition and breeding standards, but afford an excellent family and package tour attraction.

### 6.4.1.5 Fur Trade Heritage

The fur trade, as typified by the Hudson's Bay Company, was an original element in the area's settlement and is presented through the Fort Langley National Historic Park. The Historic Park should be further developed to increase display areas and sustain the "living village" craft activities.

The nearby Community of Fort Langley should be developed with an architectural syle complementary to one of the key periods in Fort Langley's past (e.g. the commencement of farming and fish processing activities) and include additional services such that the two facilities support each other. Historical travel modes connecting the two areas could be explored including water access by a boat such as the S.S. Beaver or horsedrawn wagon or coach rides. Special indigeneous activities such as salmon smoking could be presented at the Fort and support restaurants developed in the Village. The use of period-costumed interpretation staff and community shopkeepers would sustain the atmosphere and encourage the development of more historical event celebrations linking the two areas. As envisioned, the area would have strengthened interpretive roles and provide a good day excursion for visitors ranging from local through to international, especially in tour groups. Emphasis should be based on the various seasons so that the year-round appeal is stronger and repeat regional visitation will occur.

### 6.4.1.6 Fraser Delta/Estuary

Vancouver is also famous for its historic river, the Fraser. The river is central to this destination area and offers opportunities for exploration, including self-guided and guided excursions based on the function and resources of the mighty Fraser. Overall appreciation of the river could be obtained through a Lower Fraser scenic river excursion from, for example, Mission to Richmond with stops at special points such as Fort Langley. The cruise excursion could commence from a point such as Steveston and take in the fishing industry activities, log handling, barging, historic site interpretation such as New Westminster and scenic viewing. Such a cruise could vary in length and could be capable of being picked up at either terminus, using a return bus. A vessel such as the sternwheeler Samson V could be used as a river museum or be kept active as a river tour boat, itself a genuine part of the river's history. The dyking systems allow both visitor appreciation of the power of the river and opportunities for 'at hand' viewing. In addition, at selected points, special lookouts and industrial viewing areas should be developed in conjunction with the Fraser River Harbour Commission to present the work aspects of the river. The Reifel waterfowl sanctuary, GVRD park acquisitions and several local areas offer observation areas to naturalists for waterfowl populations, marsh crawls and boardwalk jaunts. For a local perspective, small rental boats including canoes should be made available. On a provincial scale, the river is seen as part of the route for a major international jet boat event from Kamloops to Victoria; with country sponsored competitors many of the best viewing opportunities will be along the lower sections.

### 6.4.1.7 Specialty Recreation/Activities

The Vancouver area offers a base for yacht chartering of an international quality. As a yachting area, the Strait of Georgia, the Gulf Islands, the San Juan Islands (U.S.A.) and Discovery Passage offer premium yachting opportunities readily available via the Vancouver gateway. Vancouver could operate as a base for sail and power charters, both skippered and bare boat; this would entail the establishment of a yacht chartering centre within the harbour, possibly as an adjunct to the cruise ship terminal or in English Bay. This centre should not only store and supply charter yachts of all types for independent operators, but provide a central reservation system for visitors wishing to organize charters, including charters originating from further up the coast. In addition, there is a need for substantially increased permanent and transient moorage for tourist charter activities. Further, the recommendations of the consultant report on commercial pleasure craft activities are supported.

A second specialty area is the opportunity for increased scenic cruises of one and two day duration. From Vancouver, very local scenic opportunities (e.g. Indian Arm, Howe Sound) are readily available as well as longer trips up as far as Bute Inlet. These trips all offer fine coastal scenery, marine life and seabirds, and a "get-away" experience at a fraction of the cost and time associated with traditional long distance cruises. Cruises could be designed to use land based accommodation for overnight stops and as such, these cruises could readily be tied into group or package travel programs.

Because of the ski demand that will be placed on major ski facilities such as Whistler/Blackcomb, the local Vancouver ski areas should be upgraded for the local market, thereby retaining accessible alpine ski opportunities for the growing local market. These facilities should not be targetted extensively to tourists, other than the local and regional markets. The Chilliwack River also offers white-water canoeing and kayaking suitable for regional use.

### 6.4.1.8 Transportation/Information Services

The move to more mass transportation modes and an increase in the proportion of long haul Canadian and international travellers will necessitate recognition of the importance of tourism in transportation planning and the need for some improvements. The Vancouver International Airport is seen as critical to the role of Vancouver as an air gateway; master planning for the airport should recognize the increases slated for tourist generated international and domestic flights and provide the appropriate facilities or development of alternative gateways. In particular, attention should be paid to the quality of connecting flights from Vancouver to other tourism points with the Region (e.g. Powell River, Pemberton) and to other regions. Improved baggage handling is required and ground transportation to a wide range of communities and direct transport to major resorts or attractions should also be developed. As the major air entry point to British Columbia, the airport should support a substantial multi-lingual and audio-visual tourist orientation centre that not only provides information but operates a central accommodation reservation system and includes films and displays which will encourage visitor stay at communities and attractions throughout British Columbia. Each tourism region should have its special features and travel packages presented to assist uncommitted visitors in making informed and satisfactory travel choices. Travel hostesses to provide both individual and group service should also be part of the centres. A similar centre should also be developed at the Douglas/Peace Arch Crossing, the major U.S. automobile entry point. The availability of fly-drive programmes out of the airport including recreational vehicles should also be increased. These individual but comprehensive travel packages would be supported by planned itineraries and reserved campground space allocations.

As the B.C. ferry system is anticipated to remain a key component for travel from this destination area elsewhere in the Region and to Vancouver Island, it is felt that the ferry crossings should be made less onerous through the investigation of a reservation system for at least peak travel periods; this may help tourists make more effective use of their time and assist in spreading the peak travel load. Further improvements to ferry food services, on-board audio-visual cassette presentations of tourism opportunities and recreational amenities for children at the major terminals, especially Tsawwassen and Swartz Bay, would also increase visitor satisfaction. Because travel is seen as an essential part of the visitor experience, a fixed link to Vancouver Island is not supported at this time by this Plan.

As package travel increases, charter buses, as well as scheduled tour buses, will become more important visitor touring modes especially within regions. Multi-lingual audio-packs activated by highway sensors can enable the bus traveller to readily appreciate travel routes. This popularization of bus travel with all classes of coaches up to the very luxurious combined with tour packaging, will stimulate the demand for much improved bus terminal facilities. If possible, these facilities should be developed in conjunction with other mass modes such as the VIA rail station, the cruise ship terminal or the LRT station and be retained in a downtown location close to accommodation, food services and entertainment. Special facilities should be available for tourist oriented private planes/flyers with a suggestion that Boundary Bay and Abbotsford Airport be examined for this role. This mode, while in contrast to the projected growth in mass travel, will likely increase during the decade and offers low volume, high spending visitation to more isolated communities within the province.

The proposed B.C. Sports Train originating in Vancouver (North Shore) should be developed to serve the outdoor recreationist/tourist market along the B.C.R. corridor to Lillooet. Such a train would offer scheduled stops at strategic recreation nodes (e.g. Cheekeye, Whistler, Pemberton, D'Arcy, Seton Portage and Lillooet) for the outdoor adventure market with specialized equipment (e.g. alpine and cross-country skiers, kayakers, canoeists, hikers, back-country campers and photographers). As a four-season sports train, the need for private vehicles would be lessened and the independent adventure traveller still catered to, possibly from a Vancouver outfitters base.

To support a wide market penetration of the Mount Washington ski area, a "ski boat" jet foil or other water service from Vancouver to Courtenay should be investigated. Finally, efforts to improve the local transit system within the Vancouver area should be encouraged as all major cosmopolitan centres which offer ease of transit travel have wider visitor appeal; transit would also complement group travel allowing independence of travel while within the urban centre.

### 6.4.2 Harrison Regional Tourism Destination Area

The Harrison Regional Tourism Destination Area is presently a modest but significant regional resort based primarily on the Harrison Hot Springs. The area is just off Highway 7, north of the Trans-Canada Highway and within a two hour drive of Vancouver, the area's major market. Some recreation development has also occurred nearby at the Hemlock Valley site, a complex currently independent of Harrison Lake. Thus, Harrison Regional Destination Area is now important as a specialty resort catering mainly to Vancouver, Pacific Northwest and Prairie visitors, a small convention site and as a second home Vancouver market recreation area.

If taken as a whole, this area offers hot springs, family alpine and cross-country skiing, golf, small boating, a resort village, camping, convention facilities, hiking, the Minter Garden attraction and is located on the historic water route to the Cariboo. Opportunities also exist to take greater advantage of Harrison Lake, the area's historic resources and to develop or improve land based activities such as riding, tennis, golf or walking. However, most aspects within this destination area operate independently and have only a moderate four-season appeal. Further, the area could provide a much stronger role in meeting regional recreation and mini-holiday needs, while serving more extensively tour package groups whether as a point en route or as a destination base out of Vancouver. Of special note, is the very positive attitude area residents have taken towards tourism as the important economic activity in the area.

The following outlines the planning framework for future tourism development in the Harrison Regional Tourism Destination Area:

1. The area should be strengthened as a year-round destination area with a broader market appeal; this could include additional resort development.
2. Primary markets are seen as the Lower Mainland, the Pacific Northwest, day trip tour visitors from a Vancouver base, small to medium National level conventions, and Canadian/ U.S. tour packages where the area is part of the itineraries.
3. The opportunities of the Harrison Lake area should be more closely tied to those of Hemlock Valley.
4. Improved access to and between areas and improved signage are necessary.
5. Development of the heritage aspects in particular the role of the community as a point on the Cariboo water route should be reflected in theme development within the area.

### 6.4.2.1 Harrison Lake Hot Springs Resort and Waterfront

Greater recognition should be given to the existing resort community and efforts made to strengthen the resort quality of the area.

1. It is proposed that Harrison Hot Springs be given the status of "Resort Village of Harrison Hot Springs", the boundaries extended to cover more resort area and the area be made eligible for public sector support in development of its special regional role.
2. Support should be given to the local community plan concepts for a unified resort village theme, institution of architectural control and design improvements. In particular, the waterfront promenade should be more extensively developed.
3. Investigations should be made into the expansion of the public hot spring pool complex so that commercial operations will be able to obtain greater benefit.
4. In order to support the accommodation base in a prolonged season, the golf course should be rebuilt to international calibre/championship status and golf tours organized incorporating other golf facilities nearby.
5. Boating facilities should be increased with more extensive marina development, small power boats, sail and wind-surfer rentals and teaching facilities.
6. More extensive walking and hiking systems should be established leading directly from the community with routes suitable for all ages and interests.
7. Tour bus facilities should be developed with provisions for parking, drop-offs and food services capable of handling busloads and an excursion sales area.
8. Improved highway signage from the Trans-Canada Highway is necessary as well as more community based rather than individual promotion on a national scale.

9. All accommodation and restaurants should be encouraged to operate year-round and to increase the range of amenities associated with each facility. A continued program of expansion and upgrading of accommodation and food services will be required so that the area remains competitive. The current trend to offering a variety of cuisine should be extended.

10. A second major destination hotel should be developed in the resort village in order to enable the support of larger conventions within the community.

11. More events should be developed to assist in extending the season. Suitable in the Harrison Lake area might be a spring or fall "Sasquatch" festival or increased water-based events. The existing base is good but a higher profile at off-peak periods is required.

12. Development of bicycle rentals and paths as well as a local "theme" type of community transportation should be pursued.

13. The Harrison resort community could also function as a base for visitor excursions to a number of major specialty attractions, some of which are eminently suitable for packaging. Within an hour's travel time in several directions there are, or will be, historic Kilby Park, the proposed Indian "Living Village" at Hope, the proposed equestrian park near Chilliwack, Minter Gardens at Agassiz, Hemlock Valley, and the Weaver Creek Spawning Channel.

#### 6.4.2.2 Harrison Lake Excursion Boat

Harrison Lake was once part of the combined historic sternwheeler and overland route to the Cariboo Gold Rush. This aspect should be explored further in the relationships of Harrison Hot Springs to the Lake.

1. Develop a day long Harrison Lake excursion cruise from Harrison Hot Springs up to the mouth of the Lillooet River to Port Douglas (which is proposed for a heritage interpretation location). In addition, shorter dinner/dance cruises would accentuate the resort atmosphere. Such cruises could be available on an extended season and are suitable for inclusion in local accommodation packages and for tour bus operations coming to the area en route in or out of Vancouver.

### 6.4.2.3 Hemlock Valley Four-Season Resort

Hemlock Valley provides one of the four opportunities for second-home ownership within easy travel distance of the Vancouver market. Hemlock Valley can offer a winter experience lacking at Harrison Hot Springs as well as space for other extensive activities. While the function of the two areas are quite different, there are mutual benefits to be obtained by linking the two areas more closely.

1. Improve road access to the Hemlock Valley area from Highway Seven.
2. Investigate the feasibility of a road connection directly between the Hemlock Valley complex and Harrison Hot Springs. Such a route would enable the two areas to complement each other especially through the joint packaging of golf/ski/riding activities -- for example, visitors to Harrison Hot Springs could also ski in the winter or ride horseback, while Hemlock Valley users could golf or enjoy the Hot Springs or Lake. In addition, a horseback trail and hiking path connection should also be made with appropriate camping and corral sites along the route, if required, and corral facilities developed at the trail's entrance to the Harrison Community area.
3. Hemlock Valley Resort should be further upgraded as both a regional recreation and second home area for the Vancouver market and as a key element in the larger destination area.

The emphasis should be primarily on second home uses with limited on-site commercial accommodation. Included would be a master plan with improved ski runs and lifts, substantial landscaping, development of rental stables and trails, improved food services, and other amenities, such as tennis courts and swimming facilities, necessary for a year-round vacation area. In order to improve community aesthetics, specific attention should be paid to the creation of a design theme for all new buildings and upgrading of all existing facilities including the implementation of architectural guidelines.

4. Events should be developed at Hemlock Valley both for local enjoyment and to strengthen the year-round image of the larger destination area. Since Hemlock Valley can offer a snow base, it could be a most suitable area for a winter festival. Developed properly this could be a major winter event throughout the Vancouver market area which currently is poorly endowed with winter events.

### 6.4.2.4 Four-Season Destination Resort Complexes

The destination area concept should be strengthened with the further development of more four-season destination resorts whose primary access is through the Harrison Resort Village. With reasonably good proximity to the Vancouver gateway, specialty destination complexes could draw off the national and United States markets.

1. Investigations should be made into the feasibility of establishing a more remote type of destination resort based on the Clear Creek Hot Springs. This project should not commence until significant strengthening has occurred in the main Harrison Resort Village. Access to the Clear Creek area would also entail road improvements; the route could be designed as a scenic route with pull-offs and vista points and hence add another excursion element from the Harrison area.

2. Other destination resorts could also be established but should be created around a specific theme or activity (i.e. horseback riding or health spa) in order to differentiate their markets.

### 6.4.3 Whistler-Blackcomb Provincial Tourism Destination Area

The Whistler-Blackcomb area is now under extensive development to achieve major destination status, internationally for skiing and other winter activities and regionally for summer and fall extensive outdoor recreation. The long term goal is a four-season resort village of an international calibre served by the Vancouver gateway. The destination concept is well developed but further four-season emphasis is required, as well as expansion of a strong support regional market and the resolution of air and road access.

The destination area now offers alpine skiing, heli-skiing, a small amount of cross-country skiing, local boating on small lakes, stocked fishing, hotel accommodation, food services and recreation/vacation homes. Under development are substantially expanded ski terrain (Blackcomb), the community's town centre and amenities, and a quality 18-hole golf course. Visitors to the area now include international skiers. The destination area is also located strategically on the Golden Nugget Route, one of four scenic drives which will eventually become a year-round circle tour from Vancouver.

The following outlines the planning framework for future tourism development in the Whistler-Blackcomb Provincial Tourism Destination Area:

1. The Whistler Community Plan and mountain master plan developments will be carried out by the private sector and should be supported by the public sector.

2. Land prices will remain high making private ownership very exclusive but will encourage time-sharing and other accommodation arrangements which can be packaged.

3. Long-distance visitor use of the ski facilities will predominate with high lift prices, so that regional use of facilities will be limited. The village in winter will hopefully take on a very distinct character.

4. Summer and shoulder season use will be mainly regional as few of the summer outdoor recreation opportunities are of sufficient significance to warrant much long-haul use, although time sharing accommodation should increase the tourist use of the area.

5. Road access will become increasingly difficult as the capacity of Highway 99 is reached, especially in winter. Upgrading or the development of an alternate route must become a provincial priority.

6. As the premier international destination area within British Columbia, the area will have a high profile and itself be a tourist draw to travellers along the Squamish-Lillooet corridor.

#### 6.4.3.1 Whistler Four-Season Resort Community

In order to make good use of the developing facilities and infrastructure and to retain year-round well-trained staff, there is the need to develop the four-season aspect of the community.

1. The Whistler Resort Municipality and its development plans are to be supported by the public and private sectors.

2. Further regional travel generators are required to help support the Whistler accommodation base. Such generators should appeal to outdoor recreationists and also to individual and group tours. Ideas include: summer skiing on glaciers, a water theme center, alpine slide, scenic viewing from the Whistler and Blackcomb lifts, an outdoor photography school,

horse rental stables and mountain trails, cycling and an extensive hiking trail system. The area also offers opportunities for mountaineering and back-country camping especially in Garibaldi Park (see the section on Provincial Parks), as well as some canoeing and kayaking. In addition, the activities being proposed for the Pemberton-D'Arcy area will also contribute to supporting the Whistler accommodation base.

3. A stronger seasonal events program would attract additional visitors and increase the area's image. In particular, Whistler offers one of the other alternatives for a good winter carnival. National and international ski races and events such as free-style skiing should also be scheduled although it is recognized that recent weather conditions at lower elevations have been a problem. In the late spring, a major kayak slalom event could be staged on the Green River with the development of a late fall event rounding out the season.
4. The Whistler heli-skiing operation could be extended through the development of a base lodge system deep in the mountains. These facilities also might lend themselves to a program of controlled heli-hiking into alpine meadows and virtually otherwise inaccessible back country areas.
5. Within the village there is the need for the continued development of quality apres-ski and entertainment facilities.
6. A community-based parks and recreation facility and program study needs to be undertaken to plan for the leisure-time activities of the full-time and part-time residents of Whistler.

#### 6.4.3.2 Whistler Access

As the Whistler village grows and its popularity expands, the present access via Highway 99 from West Vancouver through Squamish will become increasingly strained. Alternate routes or innovative methods of access will have to be considered.

1. The B.C. Sport Train described in the Vancouver Provincial Tourism Destination Area text could commence operation as a special Whistler ski train with scheduling designed to ensure a full ski day on the hill. Such a train would offer not only day access by mass mode from Vancouver, but could be part of the general means of transportation for skiers bound for an extended holiday at Whistler.

2. Ski buses could also be developed and could travel directly from the airport non-stop to Whistler or from major downtown Vancouver hotels. Like the train they could provide both day excursion and holiday access. Both mass modes would require an investment in vehicles, the buses having a shorter leadtime to develop than the trains.

3. Highway 99, especially between Squamish and Whislter should continue to be upgraded with passing lanes, multiple lanes and scenic pull-offs.

4. The Pemberton Airport should be improved to handle flights from Vancouver International Airport directly to Pemberton, the nearest airport to Whistler. Such flights would considerably ease the travel fatigue of long distance tourists/skiers. In addition, float/wheel service should be available from downtown Vancouver (and the major hotels). Ground transportation from Pemberton airport to Whistler hotels should be provided.

5. After thorough development of the above, alternate highway routes from Vancouver to Whistler should be investigated. However, the impact of such new alignments on Squamish and other corridor 99 developments would require extensive assessment.

### 6.4.3.3 Corridor Visual Management

The route to the Whistler area should reflect the quality experience anticipated, especially as the corridor will be a world showcase. Recent logging practices have left significant visual scars on the landscape which require attention.

1. Integrated resource management with a strong recognition of the importance of the aesthetic quality along the corridor should be practised.
2. On the worst sections, major landscape improvement/reclamation programs should be instituted.
3. Design controls for all development along the Whistler corridor should be introduced, so that existing scenic qualities can be preserved and urban development encroachments on the highway route limited.

### 6.4.4 Pemberton-D'Arcy Outdoor Recreation Area

The valley system in the interior of the Region for which Pemberton serves as the local service centre, is well suited to a considerable variety of tourism developments. The summer and winter climate, the surrounding mountains, the lakes and rivers, existing agricultural land use and relationship to developments at Whistler and the Harrison - Lillooet Route can support a broad range of activities that are in keeping with the low key rural character of the area. In particular, activities in the Pemberton-D'Arcy area can assist in the support of year-round use of Whistler's accommodations. The following are the planning concepts to be considered in the establishment of this outdoor recreation area.

1. Designate an outdoor recreation/farm vacation area in the valley lands and adjacent mountains of the Upper Lillooet, Birkenhead and Green Rivers for the purpose of providing a range of winter and summer rural and back-country recreation activities.

2. Establish Pemberton as the local tourism service centre for the recreation area providing a range of food services and accommodation of moderate quality able to handle bus and train package tours on a year-round basis. Eventually, Pemberton may fulfill a more regional service role recognizing its air access.

3. Develop a vacation farm program with the farmers of the area with ranch-like amenities, services and activities. An immediate pilot project should be undertaken to assist in the assessment of the market and the ability of existing farm operations to accommodate resident and non-resident guests. Some activities associated with this type of accommodation may include selective fishing and, possibly, hunting. The program should also operate on a centralized reservation system with access via all major information and tourist orientation centres (i.e. Vancouver, Whistler, Pemberton).

4. Prepare a resource management plan outlining the areas most suitable for backcountry and rural recreation activities.

5. Develop extensive trail systems for horseback riding, hiking, snowmobiling and cross-country skiing. Locate shelters, corrals and other facilities required for day-long and extended trips. Additional activities will include winter horsedrawn sleighrides, mountaineering, white water canoeing and kayaking, river rafting, fishing, and viewing/photographing wildlife.

6. Promote and expand various agricultural and local events and attractions such as fall fairs and the Indian Rodeo. Establish other events to expand the four-season appeal, e.g. winter carnival, horsesled races, ice boat races (on Anderson Lake); also summer equestrian endurance races, kayak/raft races. Investigate the development of a marathon cross-country ski route in the Pemberton-Lillooet corridor, Pemberton area or Whistler-Pemberton area.

7. Support the investigation, upgrading and expansion of the local airport to handle S.T.O.L. passenger aircraft capable of bringing in vacation groups from Vancouver.

8. Expand and upgrade the commercial camping and lakeside resort facilities at D'Arcy and on Anderson Lake. Develop low-key commercial "get-away" accommodation.

9. Provide white water canoe/kayak facilities for Birkenhead, Upper Lillooet and Green Rivers.

10. Develop an identified cycling touring route from north of Whistler through the Pemberton-D'Arcy area. Accommodation could be provided in conjunction with the farm vacation facilities with cycle transportation aided through the Sports Train.

11. Improve access to and expand camping and boating facilities at Birkenhead Lake Provincial Park.

12. Establish a major campground on Lillooet Lake which will be a major node on the Harrison-Lillooet Route. Trail riders, canoeists, kayakers, hikers should be accommodated here. This would also be the terminal for the Lillooet River rafting operation.

### 6.4.4.1 Pemberton Local/Regional Tourism Service Centre

The town will have an important role in providing the necessary range of services to individuals and package tour groups on short (weekend) and longer (7 days) vacations. For the summer, Pemberton should cater to the needs related to the vacation farm program and the variety of extensive land and water based activities, while in the winter it should be the focus of winter events and snow based activities. The primary development concepts are as follows:

1. Designate Pemberton as the local/regional tourism service centre and air gateway to Whistler and to the Pemberton-D'Arcy Outdoor Recreation Area.
2. The town should provide moderate and affordable accommodation and food services and provide high quality events on a year-round basis of interest to local and regional populations (those residing in the Lower Mainland). The town should attract some U.S. and inter-provincial vacationers as well as some of the international clientele from Whistler for short term visits.
3. Establish the town as a central reservation point for farm vacations, D'Arcy camping and lakeside resorts, Lillooet Lake campground, Lillooet - D'Arcy Cariboo trail rides, Lillooet River rafting trips, Meager Hot Springs Resort, heli-skiing and hiking.
4. Ensure that the community plan maintains the urban design development component and accommodates the village's tourism role.

### 6.4.4.2 Anderson Lake Resort/Campground Area

1. Expand the rustic resorts of Anderson Lake and develop a new, fully serviced campground, perhaps run by the local Native Indian band, to accommodate tenters and recreation vehicles.
2. Activities would include boating, fishing, trail riding (including longer trips to Lillooet and Port Douglas), hiking, cross-country skiing, snowmobiling, snowshoeing, iceboating.
3. Facilities and services required would include boat rental, launch/haul-out, stables, winter equipment rentals - snowmobiles, cross-country skis and iceboats.

4. This area would be closely linked to Pemberton and be part of the outdoor recreation area, and would be part of the route for the major cross-country ski event and cross-country horse race. It would also be a trail and service node on the Harrison-Lillooet Route.

5. The historic site at Seton Portage could also be upgraded with interpretation and site preparation. The hydro generating facilities could also be interpreted to visitors who arrive by boat or by trail from D'Arcy or Lillooet.

### 6.4.4.3 Meager Creek Hot Springs Resort/Heli-ski Base

This hot spring has high flows and temperatures that make it suitable for commercial spa development. Arrangements should be made with B.C. Hydro (who are investigating possibilities for geothermal energy generation) to ensure adequate flows for resort operations. The location of the proposed hot spring resort in relation to high mountains and glaciers (Lillooet Glacier) makes it ideal to serve as a base for a heli-skiing operation. In the summer, the resort can also serve as the base for glacier/alpine tours and river rafting expeditions down the Elaho River that will also be made accessible by helicopter. Major recommendations are:

1. The development of a hot spring destination resort with high quality food and accommodation service and a variety of four-season supporting activities.

2. The resort will be accessible by road and equestrian trail from Pemberton.

3. Summer activities will include horseback trail riding, mountaineering, alpine hiking, glacier tours, and glacier skiing with access provided by helicopter.

4. In winter (and early spring/late fall) the resort will serve as a base for heli-skiing for international markets; also available could be cross-country skiing and "get-away" destination facilities.

5. The resort will also serve as the base for helicopter access to the Elaho River rafting route and perhaps to the Chilko Lake rafting terminal.
6. If the B.C. Hydro geothermal plant is developed, facilities should be provided for public tours as this would be the only plant of its kind in North America.
7. Investigate the condition of the landscape and develop a landscape enhancement programme in concert with resource management agencies.

### 6.4.5 Harrison - Lillooet Route

This corridor between Harrison Hot Springs and the Town of Lillooet is the original water and land route to the Cariboo gold fields; it has an excellent array of historic resources, scenic landscapes and high land and water based recreational capability that make it worthy of designation as a major heritage and recreational trail. A variety of investment opportunities are available which require an overall coordinated plan to ensure compatibility among the various components. With the increasing popularity of historic attractions and backcountry recreation activities, this corridor has the potential to become one of the most significant historical adventure trails in North America. Such a trail would utilize a "passport" system which encourages individual and group travellers to experiment with all the various types of adventure travel modes that will be available or required to cover the complete trail. Such modes could include sternwheelers, foot, horseback, sleighs, snowshoes, snowmobiles, rafts, boat, narrow guage rail and canoes. The various elements are listed below. Many of these are given more detailed attention in other parts of the plan.

1. Harrison Lake sternwheeler excursion;
2. Port Douglas heritage attraction/outfitters centre;
3. Lillooet River rafting route;
4. Lillooet Lake campground/recreation rafting terminal;
5. Year-round use of the Port Douglas-D'Arcy trail (hikers, riders, cross-country skiers, snowmobilers, horsedrawn sleighs);
6. D'Arcy/Anderson Lake campground and resorts;
7. Boat links to Lillooet, Anderson and Seton Lakes designed to handle tour groups;
8. D'Arcy - Lillooet trail (for hikers and riders);
9. Seton Portage historic site and narrow guage rail link;
10. Town of Lillooet historic village and rafting/outfitter terminal.

The historic adventure route from Harrison Hot Springs to Lillooet could eventually be combined with the Lillooet to Hope Fraser River Heritage/Scenic Drive which will provide a complete adventure vacation package using a variety of travel modes, historic and natural interpretation experiences.

A complete marketing package should be developed for the Harrison - Lillooet route with creation of a saleable name, theme and image.

#### 6.4.5.1 Lillooet Lake Campground and Rafting/Trail Terminal

This is a major node to travellers on the Harrison - Lillooet Gold Route between Harrison Hot Springs and the Town of Lillooet. This campground, along with D'Arcy, will be the mid-trail access point for visitors arriving from Pemberton. The development proposals are:

1. The theme for the campground and facility will be in keeping with the Harrison - Lillooet Route heritage theme established at Port Douglas and Lillooet.

2. There will be a major campground with a full range of sites for those with recreational vehicles, or those on horseback or hiking.

3. The tripping terminal will have a full range of rentals and food and service requirements for those already on the trail and those starting here. Outfitters will supply horseback trail riders, fishermen, hikers, canoe/kayakers, cross-country skiers, snowmobilers. This will also be the starting point for commercially operated river rafting trips down the Lillooet River.

#### 6.4.5.2 Port Douglas Heritage Attraction/Outfitters Terminal

This ghost town has considerable heritage significance as it was a major trans-shipment point on the Harrison - Lillooet Trail during the Cariboo Gold Rush. Its importance now lies in its development as an interpretation centre for the historic trail and as a travel node for recreationists starting or ending their journey on the old Gold Route. Development concepts for this facility include:

1. Construction of a self-guided historic interpretation display of the Harrison - Lillooet Route in a reconstructed period building. All other buildings in the new Port Douglas should have the same 1860s architectural theme.

   Various other heritage elements such as the Indian archaeological sites, the roadhouses and natural elements like the lake and river system, salmon runs and wildlife should also be interpreted here.

2. A docking facility should be installed to accommodate the paddlewheeler excursion that will run on Harrison Lake.

3. Establish an outfitters terminal to equip and provide services for trail users (river runners/canoeists/kayakers). Pack and saddle horses, backpack hiking, camping equipment, snowmobiles, cross-country skis and kayaks, can be provided to recreationists using the trail. Corrals and campground staff structures should be constructed.
4. A small rustic lodge and/or rental cabins should be constructed to provide roofed accommodation for steamer passengers wishing to stay overnight to go on a river rafting trip or a short section of the trail.

1. From Harrison Hot Springs, run (initially) one-day excursions around the lake on a reconstructed 1860's sternwheeler.
2. As the trail facilities of the Harrison - Lillooet Route become established, two-day package trips can be run up to Port Douglas where passengers can disembark to ride or hike the trail, or to go on a river rafting expedition down the Lillooet River.
3. Due to the length of the excursion and the type of experience to be provided, the steamer will require quality food facilities.
4. Historic and natural interpretation by trained guides could also be carried out on the lake excursion.

This stage of the Harrison - Lillooet Route can be used as a separate attraction or combined with the Fraser Canyon scenic historic drive or the complete Cariboo Gold Route to convey a wide range of heritage, scenic natural and recreational experiences.

### 6.4.5.3 Duffey Lake Road

Designate this stretch of gravel road between Lillooet Lake and Lillooet as a Provincial Scenic Highway. To achieve this the following recommendations are made:

1. Support the upgrading program to enable year-round use of the road to a standard capable of handling tour buses traversing the Nugget Loop.
2. Wherever possible utilize scenic highway design guidelines such as constructing viewing pull-offs, controls on physical development and resource extraction alongside the road, and providing picnic and rest stop areas.
3. Expand camping facilities provided by provincial agencies as well as commercially operated campgrounds at various points along the route with services for the many recreational vehicles using the road.
4. When the tour bus package is initiated, a mid-point food service should be provided by the private sector.

### 6.4.5.4 Pemberton - Harrison Hot Springs Road

In the long term (15 to 20 years) this forest access road along the west side of Harrison Lake and the east side of Lillooet River should be improved to be passable by normal vehicles and be kept clear for summer passage.

### 6.4.5.5 Lillooet Regional Tourism Service Centre/ River Rafting/Trail Terminal

As shown in Drawing No. 5 the Village of Lillooet is to become the primary regional tourism service centre for the northeastern part of the Region. It is strategically located on the Nugget Loop at the junction of Highway 12 and the Duffey Lake Road, serviced by B.C.R., with a spectacular setting on the edge of the Fraser Canyon and a warm, dry climate. It also has historic significance as it was the terminus of the Harrison - Lillooet Route and "Mile O" on the Cariboo Wagon Road. Presently the town has a minor tourism role; however, this will change with the development of the proposed heritage/recreational corridors and with the expressed intentions of the townspeople who have prepared a community plan which acknowledges the town's tourism potential and suggests a more appealing streetscape development in keeping with this role. The following are the planning concepts that will enable the town to fulfill its tourism service function.

1. Establish Lillooet in the context of its Official Community Plan as a Regional Tourism Service Centre with a historic village atmosphere based on the "Mile O" Cariboo Wagon Road theme. A town centre master plan should be undertaken to develop a common western frontier architectural theme for all buildings including the hotel/motel, train station and bus depot.
2. The Cariboo Road theme should be extended to entertainment offered in the town with saloons, dance halls and events established that will reinforce the 1860s image. A variety of museum displays and heritage artifacts should be provided in different parts of the town.
3. Upgrade and expand the hospitality services in the community including accommodation, food services and information in keeping with its position as a regional centre. As it is only a days travel out of Vancouver it will become a major stop on automobile, train and bus package tours, the terminus of the Harrison-Lillooet Route, as well as a service and transportation centre for the nearby destination resorts and ski resort that will be developed in the future.
4. Closely associated with the town and located nearby to contribute to the atmosphere will be a major serviced campground, western trail riding stables/corral, an outfitters operation and the Fraser River rafting terminal. Architectural themes for all necessary structures will conform to that of the town.

5. A training centre for recreational outfitters/guides should be situated at Lillooet to take advantage of the many challenging land and water features in close proximity that are required for this type of operation. The on-site training for mountaineering, wrangling, rafting and kayaking can be used as a tourist attraction and special events and competitions can also be held.

6. A major river rafting terminal should be established on the banks of the Fraser River as this is the end point for Chilko - Chilcotin - Fraser expeditions and can be the starting point for one and two-day rafting expeditions downstream to Lytton and Yale. The river expeditions can be arranged in Lillooet or be part of a tour package.

7. An outfitting branch operation (subsidiary to the outfitter at Lillooet Lake) will be required to service the needs of those hikers and riders who are starting or ending their trips on the Harrison - Lillooet Route. This commercial operator could also run a small marina/boat rental/fishing operation on Seton Lake. In addition, a boat linkage connecting Lillooet to Seton Portage will also operate from Lillooet.

8. Develop small to medium scale ranch/lake vacations (Pavillion Lake, Three Lake Valley) on a guest ranch or commercial resort basis offering trail riding, fishing and boating.

9. Expand interpretation of the Salmonoid Enhancement Program components (fish ladder, spawning channel) in the vicinity of Lillooet.

10. In recognition of the Native Indian community in the area, explore with local bands the presentation of local Native Indian culture including historic interpretation of petroglyphs, demonstrations of Native Indian craft production and sales of Native Indian handicrafts.

11. Develop a local excursion from Lillooet based on the significant engineering projects in the area including the hydro plant and mining operations.

### 6.4.5.6 Lillooet Area International Class Alpine Ski/ Four-Season Destination Resort Complex

It is proposed that feasibility studies be undertaken to determine the suitability of the terrain and climate of the Mount Brew-Askom Mountain area between Siwhe, Texas and Phair Creeks (south of the Town of Lillooet) or the Shulaps or Camelsfoot Ranges (to the north) to support an international class alpine ski community. This new uncompromised ski resort should be developed to an eventual capacity of 5,000 skiers per day with an accommodation base of 2,000 to 3,000 beds. Such a facility would have road access from both the Whistler Highway 99 route and the Fraser Canyon, while air access would be from Kamloops. This would be developed if comprehensive market analysis indicated further demand following the completion of the Whistler/ Blackcomb ski resort and when other potentially competing ski areas in the southern interior of the province have reached their capacity. Should the terrain and other factors confirm the capability of the site, the community and ski facilities would be designed to compete with the well known alpine resorts in Europe and North America. Although the market research and the development of the resort is a number of years in the future (10 to 20) it is considered important to reserve the future use of the necessary Crown Lands for tourism development thus reducing potential conflicts with other natural resource users. Also the tourism service infrastructure and a wide range of facilities, activities and events would be in place in the Pemberton - Lillooet area that would serve to enhance the image of the proposed ski resorts.

Major planning components to be considered in the development of the alpine resort complex include:

1. A detailed examination of the feasibility of establishing an international class alpine ski resort capitalizing on the market awareness of Whistler - Blackcomb and the heli-ski areas of the eastern part of the Coast Mountains.

2. The resort community would be planned to provide quality food, accommodation and other services. Opportunities for summer recreation would require further study.

3. Because of the elevations in this location the resort community should capitalize on a high base elevation and the range of transitional climatic zones in assessing activity layout.

4. It is proposed that parts of the resort could be initially developed as heli-ski remote base camps and gradually be expanded as market conditions warrant. Access to other adjacent heli-skiing mountains would continue to be part of the range of ski experiences offered.

#### 6.4.5.7 Fraser River Rafting

The Fraser River provides an ideal setting for this popular and exciting tourism activity. The length of the Fraser, from Soda Creek to Yale and the major inflowing tributaries of the Chilko - Chilcotin and the Lower Thompson River, should be designated as provincial "wild and scenic" rivers with special landscape and land use controls so that adjacent activities and developments do not detract substantially from the river-running experience. Within the Region, the Lillooet to Hope section offers opportunities for several lengths and types of routes (both recreational and adventure rafting) that can be combined with packaged vacations and bus tours, or used as a separate adventure vacation. The activity also supports (thematically and economically) proposed developments at Lillooet, Lytton, Yale and Hope. The following recommendations are made to enable the operation of this tourism enterprise.

1. Designate by provincial statute a River Management Program for the protection of historic, wilderness, wild and scenic rivers, specifically the Fraser River. Establish recreational and physical carrying capacities to ensure the continued quality of the experience for all users.

2. Establish Lillooet as the main terminal for rafting operations through the Fraser Canyon with specific access - egress ramps constructed at Lillooet, Lytton (for Thompson River rafting expeditions), Boston Bar, Yale and Hope.
3. Offer a variety of trips and experiences for all ages as part of package vacations and tours or separate trips including half, one-day and two-day trips using white water and more placid stretches of the river.
4. Integrate the activity thematically with the other developments along the river corridor, e.g. rafting terminal buildings at Lillooet constructed with 1860s architectural theme, rafting guides able to relate historic and natural phenomena about the Fraser, wild and scenic rivers preservation, historic developments at Yale and Hope.
5. Initiate for international participants, using jet boats, a "Hell's Gate" Adventure Race from Kamloops to Victoria down the Thompson and Fraser Rivers as a major sporting and tourism event for the three concerned tourism regions. Publicize the race and have full media coverage to make it into an internationally renowned event.
6. Create a North American rafting championship on the Fraser with various classes of craft, degrees of course difficulty and timed events.
7. Investigate the need for increased tourism services and consider the use of Boston Bar as such facilities are required.
8. Examine the feasibility of offering extended rafting vacations through some of the more placid waters the river/lake/ reservoir systems of the province, e.g. Thompson, Columbia, Kootenay, Fraser, to accommodate families and elderly age groups. Accommodation could be offered in existing nodes, either roofed or unroofed, in order to maintain the visual quality of the river environment.

### 6.4.6 Fraser Canyon Area

#### 6.4.6.1 Fraser Canyon Heritage/Scenic Drive

This section of the Trans-Canada Highway from Lytton to Hope passes through an impressive landscape that was significant in British Columbia's historic development. At first it was a barrier to travel but with engineering and determination it became a major travel route as first the Cariboo Wagon Road, then the two trans-continental rail lines and finally the Trans Canada Highway were constructed. The river is also the major migratory route for Pacific salmon, one of the province's most famous resources. The route is also part of the Nugget Loop. In recognition of the economic and historic importance, an increased level of interpretation is required.

1. Designate the Fraser Canyon section of the Trans-Canada Highway and the Lytton to Lillooet section of Highway 12 as a Scenic Heritage Drive. This will require land use and development control over the viewshed to ensure the visual integrity of the route is protected and enhanced.
2. Future highway improvements should be undertaken to provide further viewing opportunities with pull-offs and information signage at scenic and historic locations. These should be coordinated with the Hope to Kamloops Ecotour booklet prepared by Environment Canada. The pull-offs and picnic areas should be designed to accommodate bus tours.
3. Major interpretation sites are to be located at Hope (Native Indian), Yale (Cariboo Wagon Road/Gold Rush and Railroad themes) and Hell's Gate (salmon migration, fish ladders).

#### 6.4.6.2 Historic Yale Visitor Services Centre

Yale has had a significant role in the heritage of the province during the Cariboo Gold Rush and the railway construction era. It was the head of navigation on the Fraser River, a tran-shipment point at the start of the Cariboo Wagon Road and supported considerable placer gold prospecting nearby. It was also the headquarters for the construction of the C.P.R. through the Fraser Canyon. There are several heritage buildings that can be restored and used to interpret interesting events and house displays of artifacts. These heritage elements are of importance to other developments on the Nugget Loop, for the Fraser Canyon Scenic Heritage Route, the river rafting passengers and can be integrated with tourism developments at Hope.

1. Develop a plan for the village that emphasizes the heritage resources, building restoration and appropriate architectural themes that will contribute to tourism development.
2. Through the use of open air and museum displays, interpret the role of the village, the technology and types of activities extant during the Cariboo Gold Rush and the construction of the C.P.R.
3. Provide food and beverage services of an appropriate quality and with the capability to handle bus tour groups.
4. Develop the riverfront using an 1860s architectural theme with facilities for river raft landing and a possible boat or raft excursion between Hope and Yale. Provisions can be made for visitors to try gold panning on some of the Fraser River bars.

#### 6.4.6.3 Hope Local Tourism Service Centre

Hope has long had an important role in providing essential services to east-west travellers as it is strategically situated on the Trans-Canada Highway and Highway 3 leading to Manning Park and the Okanagan Valley. It is attractively situated on the easternmost edge of the Fraser Lowland with the Cascade and Coast Mountains rising abruptly to the east and northwest and the opening of the Fraser Canyon to the north. A third major highway is now planned to pass nearby, through the Coquihalla Canyon leading to Merritt and Kamloops which will provide an alternative route to the southern interior of the province. To prevent unnecessary proliferation of new highway service areas, Hope should be retained as the service node for the existing and new highways and tourism attractions developed to expand the town's role for this aspect as well. The following planning recommendations are made to achieve this end:

1. Maintain the role of Hope as a major highway service node by limiting the development of additional facilities on existing highways and the planned Coquihalla Highway. Design the new highway interchange to facilitate this role.
2. Expand the role of Hope as a local tourism service centre by developing new tourism attractions and by upgrading existing food and accommodation establishments to accommodate a more sophisticated clientele and to handle the anticipated increasing numbers of tour groups.
3. Improve the appearance of the town, especially the highway service areas, by a beautification program which will include landscape treatment, less garish signage and a common architectural theme.
4. Develop and market a stronger identity as a tourism service base by catering to visitors to Manning Park and the Skagit Valley Recreation Area, e.g., hikers, canoeists, cross-country skiers and campers and by promotion of the hang-gliding centre function by hosting provincial and national soaring events. Shuttle ski buses could also be run from the lifts at Manning Park to accommodation in Hope.
5. As Hope and Yale develop as nodes on the Nugget Loop, expand the local museums, establish a bus/boat or raft scenic and heritage excursion between Hope and Yale and develop a "living west coast Native Indian village" near Hope as a high quality attraction. Each of these will contribute to establishing

Hope as a local tourism centre that will be a major stop for package bus (and perhaps Via Rail) tours along the Fraser Canyon Scenic Heritage Route, the Fraser Valley Heritage Loop and the Nugget Loop.

#### 6.4.6.4 West Coast Indian Heritage Village

Outside of museums, the west coast Indian culture is not well represented in the Region even though the culture has a very high profile for international market segments. The Indian band near Hope have expressed a willingness to develop a display and to interpret their culture. The location is appropriate in terms of the natural setting, the coast/interior cultural transition, its accessibility to the resident population, east-west highway travellers, to the Vancouver international gateway and to the local service centre of Hope. It is, therefore, recommended that the planning and development of Native Indian cultural attraction proceed with the following guidelines:

1. Establish a West Coast Indian Heritage Village with a "living village" theme. The Village would operate year-round with facilities and displays of Native Indian crafts, implement skills, food and activities. The development should be of a high quality, authentic and of a size that would attract all market segments.
2. The setting would be preferably on an island in the Fraser (provided it was safe from flooding) with access by boat or footbridge and with parking and reception facilities suited to group tours. The guided program would be offered as part of cross-Canada and Vancouver-based tour packages.
3. The project should the staffed and guided by Native Indians who would provide historic and cultural interpretation.
4. A variety of special events would be held that depict actual Native Indian lifeways, e.g. war canoe races, salmon harvesting/feasts, religious dances and potlatches.

### 6.4.6.5 Stein Valley Outdoor Recreation Area

This small part of the Region contains the last unlogged watershed within 150 km of the Lower Mainland. The undisturbed nature of the terrain, wildlife values, heritage values and wilderness recreation capability deserves protection in the form of designation as a Wilderness Conservancy or a Class A provincial park. Major proposals are as follows:

1. Prepare a master plan outlining the areas best suited for wilderness (roadless) recreation activities, important wildlife habitat, archaeological resources and establish recreational carrying capacities for the area's various ecosystems.
2. Develop an extensive trail system for hiking and cross-country skiing with a series of primitive mountain shelters.
3. The area should be open for use by individuals and commercially guided small groups who wish to enjoy the wilderness experience, e.g., hiking, fishing, wildlife viewing and photography.
4. Establish a permit system to control the number of users, (equally divided among commercially guided groups and individuals) to ensure the quality of the wilderness experience.

### 6.4.6.6 Mt. Cheam Area All-Terrain Vehicle Park

Several groups in the Region have expressed the need for an area set aside for use by various types of all-terrain vehicles (4-wheel drive vehicles, dune buggies, trail bikes and snowmobiles) and there have also been several groups complaining about the conflicts with non-motorized recreational uses and the environmental damages caused by all-terrain vehicles. Hence, it was deemed appropriate to establish an area exclusively for all-terrain vehicle users close to the centre of major demand where conflicts with other users and environmental impacts could be managed. In addition, an all-terrain vehicle park can function as a shoulder season tourism generator to support the Chilliwack and Harrison Hot Springs accommodation base.

1. Investigate the Mt. Cheam-Mt. Thurston area (in cooperation with user groups) to find an appropriate site (size, terrain, distance from other users) that could support a complete variety of all-terrain vehicle uses.
2. Establish a system of trails for each type of vehicle and an appropriate service and accommodation area for participants and spectators.
3. Encourage the user groups to host major rallies/races/ competitions and other events with other related clubs in western Canada and the Pacific Northwest. This would provide a means of generating tourism economic benefits to recover some of the development costs.

### 6.4.7 Provincial Parks

The Region contains several large provincial parks that are of considerable importance in terms of their use by regional residents. However, they are not well known or easily accessible to tourists who wish to engage in extensive types of recreation away from the main travel corridors. Because of the large resident population and their apparent high rates of participation in active backcountry recreation and also because the activity preferences of most tourists in the Region do not extend to these activities to any large degree, it is proposed that most of the Provincial Parks be managed to accommodate the needs of the resident population. In this manner, tourist/resident conflicts can be avoided and yet incidental use of the available backcountry recreation areas by visitors to the Region can easily be handled in certain designated parks. In addition, such parks will contribute to an increased proportion of second home ownership by residents. To this end, Golden Ears and Manning Provincial Parks, the Skagit Valley Recreation Area and the southern part of Garibaldi Park, should continue in their existing role of satisfying regional resident requirements with incidental use by tourists. Specific planning and management suggestions follow:

1. Expand the equestrian and hiking trail system in Golden Ears Provincial Park as demand warrants. Provide additional camping opportunities in the designated campgrounds as well as in the backcountry areas. Develop a major backcountry mountain trail to link Golden Ears and Garibaldi Provincial Parks.

2. Because of the location of Manning Park astride Highway #3 and the circle route to the Okanagan Valley, provision should be made for a package tour interpretive stop so park naturalists can explain the transitional nature of the ecosystems along the route.

3. Expand the Skagit Valley Recreation Area to cover a large part of the Skagit Mountain Range, especially the Chilliwack River. The river is a popular white-water canoe/kayak route with a full range of water classes which deserves management to protect and enhance its recreational capability. Provide access/egress points for kayaks, camping areas and facilities for hosting races. The surrounding mountain and stream valleys should also be included in the Recreation Area. This designation and subsequent recreation management programs will assume considerable importance as compensation for opportunities lost if the Skagit Valley is flooded.

4. Garibaldi Provincial Park

    - Retain the southern part of the park for regional resident backcountry use. Develop alternate trail systems to assist in dispersing use and alternate use areas to allow rehabilitation of alpine habitats.

    - improve winter access for cross-country ski touring, including road improvements where critical.

- establish a major backcountry mountain trail to link with the trail system in Golden Ears Provincial Park. In the area of the Park adjacent to the Whistler Resort Municipality, the backcountry opportunities afforded by the Park can help expand the variety of experiences available to tourists.
- develop a cross-country ski touring trail and hut system that can be started from the top of lift lines; because of the elevation, promote the extended season availability aspect.
- expand the cross-country ski trail system in the municipality to link with the ski touring system in the mountains so that visitors arriving in town can embark on their trips from the parking areas.
- in the summer season, use the highest reaching lift lines to provide visitors access to the mountain hiking trails and hut system at high elevations.
- develop a high elevation primitive base camp to facilitate the development of mountaineering activities.

### 6.4.8 Discovery Passage-Bute/Toba Inlets Marine Recreation Area

The Bute/Toba Inlets and nearby Sutil Channel and Discovery Passage are part of a larger marine-oriented recreation area that extends to Johnstone Strait in the neighbouring Vancouver Island Tourism Region. Situated as close as it is to the southern Strait of Georgia and the Gulf Islands the area has not always been popular as a boat cruising area for the traditional Lower Mainland, Vancouver Island and Washington State markets. However, it is becoming a more important recreational boating area as people seek to escape from the crowded conditions of the Gulf Islands and Howe Sound. The main population and tourism service centres are Powell River on the Mainland side and Campbell River on the Island side.

Greater efforts should be made to promote the excellent May to October yacht cruising conditions and the December to March scuba diving opportunities to other North American and international market segments in the Powell River to Port Hardy area (thus leaving the more southerly waters to regional residents). This will create opportunities for boat/yacht chartering operations and year-round ocean-based resorts. The planning guidelines for the Marine Recreation Area include:

1. Research into and establishment of Coastal Zone Management policies and programs that will ensure long term protection of the marine environment including water quality, shoreline use and aesthetics and marine life protection.

2. The designation of Powell River as the local/regional tourism service centre for the Mainland side of the Marine Recreation Area. This can be accomplished by encouraging power and sailing yacht chartering companies to operate in the vicinity of Powell River and by upgrading and expanding air/surface transportation linkages, tourist accommodation and food services.

3. Develop a power and sailing yacht charter operation based on Powell River but operated out of the north end of Malaspina Peninsula, possibly in close proximity to Desolation Sound. Being well up the Peninsula this charter centre would be the major dumping off point for charters destined for the Discovery Islands and further south.

4. Engage in broader promotion of the variety of water-based recreation opportunities available in the area during all four seasons.

5. Develop ocean-based tourism enterprises, for example: a variety of resorts from simple sea-side cabins/campgrounds to sophisticated lodges with auto or boat access in the Malaspina Strait-Jervis Inlet area (Texada and Nelson Islands). Activities

would include boating/sailing, beachcombing, fishing, marine wildlife viewing, and scuba diving. Develop power/sailing yacht chartering operations offering packaged experiences (using the Vancouver international gateway) with skippered or bare boat cruises.

6. Expand the provincial marine park system throughout the Marine Recreation Area with harbours of refuge, secluded anchorages, mooring floats, picnic/camping areas strategically located along the island/fjord coast. The Desolation Sound Underwater Marine Park will be a focal point of the system and a significiant regional attraction.
7. Prepare a detailed guidebook for visiting boaters and resort guests that will relate the broad range of activities and special features that can be enjoyed while in the area, e.g., special areas for beachcombing, sea life viewing, fishing, scuba diving, marine park attractions and resorts and facilities. Widely distributed, this would be an important piece of promotional literature.
8. Increase the level of second-home ownership in the area including marine-related property and land-based retreats.

### 6.4.8.1 Powell River Local/Regional Tourism Service Centre

Powell River is well situated with respect to providing marine related services for visitors touring the Discovery Passage-Bute/ Toba Inlets Marine Recreation Area. The climate is suitable, the ocean resources are of a high quality and local businessmen support tourism development as a means of broadening the economic base. Several resorts have been taking advantage of the winter scuba diving attraction to expand their season of use from the traditional peaks and it is hoped that this trend will continue. Various development proposals which will help establish the town as a marine-based tourism service centre include:

1. Expansion and upgrading of accommodation and food services especially in the vicinity of the harbour to cater to the boating public. Nearby resort operations should have the capacity to handle package tour groups.
2. Improve the Powell River airport to handle increased flights from Vancouver (or Seattle) for tourists on package yachting or resort vacations. Provide a shuttle bus service for the airport to the resorts and harbour.
3. Reinforce the emerging role of the town as the main centre for scuba diving in the Strait of Georgia by supporting the development of diving charter operations and resorts that cater to scuba divers. Promote the activity to the North American diving markets. Provide a hyperbaric (decompression) chamber in the town hospital and other related tourist services such as diving equipment shops and guides.
4. In order to broaden the range of water-based experiences available to local and regional markets and other visitors, a system of canoe routes, portages, campsites should be established in the lakes to the east of the town, e.g., Powell Lake, Lois-Khartoum Lakes. Fresh water fishing opportunities will also be investigated. A small outfitting operation could cater to the needs of this activity group and provide local hotels with a regional outfitting service.
5. Establish a Bute Inlet Boat excursion (See Section 6.4.8.4).
6. Upgrade tourism information services and institute a central reservation system to improve the functioning of tour packaging arrangements. This is important as Powell River will become an important travel node for bus tours due to its ferry link to Comox/Courtenay on the loop route including Vancouver and Nanaimo and the ferry link to Texada Island.

7. Other concerns and elements that should be pursued to enable Powell River to fulfill its tourism service role include:

   a) upgrading and expanding local events that are in keeping with the maritime and forest industry aspects of its character;

   b) implementation of an air quality improvement program in connection with the pulp mill operation;

   c) utilization of the sea plane base for sightseeing trips;

   d) investigation of establishment of a Coastal Maritime Heritage Interpretation facility; and

   e) investigation of a jet foil "sea-ski" service from Powell River to Courtenay to create a winter ski market for Powell River area accommodation.

### 6.4.8.2 Desolation Sound Underwater Marine Park

The scenic beauty of the above-water elements and the array of fascinating marine life forms below the surface has enabled Desolation Sound Marine Park to become one of the major boating destinations in the Region. The excellent quality of the natural resource base coupled with the growing market awareness and fascination with the underwater world provides an opportunity to develop a high quality tourist attraction unique to the west coast.

1. Designate the Desolation Sound Underwater Marine Park as a special management project of the Parks Branch which is to be developed in cooperation with diving experts and commercial operators as a regional attraction.

2. Develop a master plan for the underwater park which will determine management, environmental protection and interpretive programs, land use and water use zoning and opportunities for private sector contribution.

3. Interpretive information which includes written and audio-visual displays will be provided at Powell River and the park headquarters.

4. Establish the park headquarters and major campground and boat docking/mooring facilities on Okeover Inlet. This will allow road and boat access and protect the park land base from the most intensive uses. High quality audio-visual interpretation programs should be developed to relate information on diving and the park's marine and terrestrial ecology. Park messages would include history and native folklore, ship wrecks, biology and oceanography. The visitors centre should be designed to handle both individual and group tours.

5. On the north end of Malaspina Peninsula sufficiently close so as to capitalize on the destination focus of the Marine Park, establish a yacht chartering operation. Provision should be made for power and sailing yachts that appeal to various market segments with skippered and bare boat charters and permanent and transient moorage.

6. Private sector opportunities could also include diving charters, glass bottom boat tours, serviced campground operations and scuba/snorkelling equipment rentals.

### 6.4.8.3 Bute Inlet Wilderness Lodge/Wilderness Experience School

The remote setting at the head of Bute Inlet with its rugged recreation capability and the increasing world wide markets for challenging and adventurous vacations such as the Outward Bound concept provides an opportunity for a high quality experience for this elite market group. Development concepts for this project include:

1. High quality lodge accommodation in a rustic style of building.

2. Activities such as mountaineering, ski touring, hiking, glacier climbing, kayaking, and wildlife photography will be offered during the spring, summer and fall seasons.
3. Access will be by float plane or boat from Vancouver.
4. Lodge guests and those on the boat excursion have the opportunity to participate in an eight day river rafting expedition down the Chilko, Chilcotin and Fraser Rivers via the float plane trip over the Coast Mountains to Chilko Lake.

### 6.4.8.4 Powell River-Bute Inlet Boat Excursion

The location of Powell River in close proximity to several fjords presents an opportunity to offer two-day (and longer) boat excursions through some of the most scenic waters in British Columbia.

1. Design and outfit a ship to carry passengers (20+) on two and three day excursions with quality food and accommodation using Powell River as the base of operations. Fjord scenery, marine life and fishing are the major features.
2. The excursions would be suitable for inclusion in package tours operated from Vancouver or Seattle with visitors bused or flown to Powell River. The operating season would be from May to October and would appeal to virtually all market segments beyond the Region.
3. A variety of other fjord cruises are also possible, e.g., up Jervis Inlet to Princess Louisa Marine Park or up Toba Inlet.

### 6.4.8.5 Malaspina Strait-Jervis Inlet Destination Resorts

These would be small to medium size (20 to 40 people) year round lodge/resorts catering to most North American market segments interested largely in water-based experiences.

1. Suitable places for these resorts would be on Texada, Nelson and Hardy Islands. Several means of access could be provided including bus, fly or drive to Pender Harbour or Powell River then a motor launch or float plane to the resort. For Texada Island, ferry and road access are also possible.

2. Typical activity offerings would include sailing, fishing, power boating, cruise excursions, water skiing, scuba diving, sea life viewing and beachcombing. Texada Island is also suited to hiking and camping with considerable deer populations to observe. This would appeal to both families and couples.

### 6.4.9 Sunshine Coast Outdoor Recreation Area

The Sechelt Peninsula and the adjacent waters from Howe Sound to Jervis Inlet provide a popular weekend and vacation destination area for many Lower Mainland residents. Power and sailing boat uses are heavy and there is considerable second home development as well. Because of the proximity to the Lower Mainland and the importance of the peninsula, especially the southern half, to regional tourism/recreation and because of the peak travel period access problems due to the ferry system, the area should be retained largely for local use as a regional destination. The primary attraction will continue to be the water base for boating, fishing, diving, beachcombing, for second home recreation and for retirement purposes. The planning concepts governing development include:

1. Extending the season of use and increase market by upgrading resort accommodation and food services, by providing land-based recreation opportunities such as hiking and bicycle trails and water based opportunities by promoting winter scuba diving to regional diving clubs and by offering more facilities for retired people, e.g., lawn bowling, golf. Explore the development of special theme spa resorts accessible to the Vancouver market with emphasis on themes such as health, beauty, or relaxation.

2. In conjunction with resort facilities establish small conference centres and businessmen's retreats for short two to five day sessions capitalizing on the proximity of the province's main commercial and economic centre, Vancouver.
3. Improve the promotion and marketing of local crafts.
4. Improve the access to the Lower Mainland by augmeting the ferry service at peak travel times in the short term, institute an additional ferry link departing from Richmond/Delta area for the medium term and investigate a fixed-link from Vancouver to Bowen Island and Gibsons for the long term.
5. Upgrade the appearance of the waterfront and tourist facilities available at Gibsons including the marina, visitor information and food services.
6. Provide more transient moorage at various points along the coast to cater to the needs of Lower Mainland boaters.
7. Establish a major tourist charter boat operation somewhere in the Pender Harbour-Earl's Cove-Egmont area near Jervis Inlet serviced by float plane from Vancouver.
8. Expand second home development.

### 6.4.9.1 Jervis Inlet Small Craft Harbour/Yacht Charter Centre

Studies have indicated that there is considerable potential for expanding boat chartering operations in the coastal areas of British Columbia. The markets are available and the boating and marine setting is excellent. However, considerable promotion to European and North American markets is required. The Jervis Inlet location was chosen as a possible site for a chartering operation because it is sufficiently removed from the most popular waters that are used by Lower Mainland and Washington State boaters thus, avoiding regional resident/tourist boater conflicts, and because of the beauty of the coastal environment and the proximity to the Vancouver International Gateway.

1. Investigate the suitability of sites in the Pender Harbour-Earl's Cove-Egmont area to support a major small craft harbour, marina and yacht chartering operation.
2. Develop a promotion and marketing plan for yacht chartering on the British Columbia coast aimed at North American and European markets.
3. At the chosen site develop a fully equipped small craft harbour with permanent and temporary moorage and a major yacht chartering (both powered and sail) facility including the full range of boat service, storage and repair requirements. Package tours should be arranged so that tourists can devote their entire trip to boat cruises or a shorter portion along with other activities and attractions e.g., Malaspina Strait-Jervis Inlet resorts. Skippered or independent and group or individual charters should also be offered.
4. Shore-based accommodation and food services for yachting patrons and transient boaters should be of a high standard.

### 6.4.9.2 Gibsons Local Tourism Service Centre

Gibsons, nestled next to the Langdale ferry is the gateway to the Sunshine Coast and Powell River areas for visitors travelling by ferry from Greater Vancouver. The community is also a service centre for the area retirement populations, recreation property owners and pulp mill workers and a film site. It is anticipated that travel will increase to this part of the Region, especially for second home owners, package tour groups, individuals driving the circle route to Vancouver Island, and boating enthusiasts. Consequently increased services will be required.

1. Because of the gateway community designation a major visitor orientation centre should be established at the ferry terminal

with a central reservation system for accommodation and audio-visual displays on the area's attractions and package options (fishing, chartering, resorts), as well as Greater Vancouver information for reverse route travellers.

2. Ferry facilities should be improved through considerations of extending the peak season ferry frequency, more late sailings and a reservation system.
3. To assist in the charter cruise and pleasure boating business additional permanent and transient moorage should be developed. Such facilities should be oriented towards encouraging coastal cruising up Malaspina Strait rather than within Howe Sound, which should be retained for local recreation. To support the cruising business, marine services including fuel and repairs should be increased.
4. Develop a small year-round attraction with an annual attendance of about 50,000 based on the filming activities associated with the Beachcombers television production.
5. Food and accommodation services should be expanded to meet gateway traffic. As a special yachting/cruising centre with quality food services should be developed.
6. A development plan for the improved appearance and function of the Gibsons waterfront area should be created.

### 6.4.9.3 Sechelt Local Tourism Service Centre

Sechelt is currently a local tourism service centre servicing both visitors to the Sunshine Coast and permanent residents including retirees and vacation home property owners. Located up the coast, the community also serves as a centre for nearby water-based resorts and yachting and fishing activities along the island dotted coast. This role should be generally expanded to meet increased regional tourist traffic and the growing trend to package bus tours to which Sechelt should cater. Cruising and pleasure boating of all sorts is also expected to increase and will require further services.

1. Increase or expand existing accommodation and food services, especially facilities sized to handle bus tours. Further quality food services for yacht excursionists should also be developed.

2. Expand the permanent and transient moorage also for cruising pleasure boats and provide a major marine services base to support the development of a strong coastal character and cruising business.

3. Develop an architectural theme and signage to encourage pass-through traffic to explore the community. As the Sunshine Coast is a base for many artisans, a major craft market for display and sale of local handicrafts should be created.

4. Encourage more accommodation and resorts within the vicinity of Sechelt to develop small to medium scale convention facilities to help extend the season.

5. Develop community water and sewer services so that the local recreational quality of the community can be maintained.

### 6.4.10 Howe Sound Marine Recreation Area

The area has traditionally been a major marine recreation area because of its proximity to the large boating population of Vancouver and its scenic, sheltered character. It is also an area of importance to the forest products industry because of the log storage function. The problems of assigning priorities between industrial and recreational uses have necessitated the carrying out of two major government studies (the Howe Sound Overview Study and the Squamish Estuary Study) in an attempt to resolve management and use conflicts and address water quality, landscape management, public shoreline access and salmon sport fishing concerns. To avoid compounding existing problems it was decided that no major water-related tourism/recreation developments would be proposed that would involve attracting large numbers of extra-regional boaters. In essence, the Howe Sound Marine Recreation Area is reserved for day use and weekend boating by present user groups. Several recommendations are made, however, that would broaden the recreational experiences available to Lower Mainland residents and to visitors as well.

1. Press for resolution of Howe Sound and Squamish Estuary resource management issues that recognize the importance of the marine recreation opportunities provided for Lower Mainland residents.

2. Expand small craft marine services and facilities for the boating public by establishing more marine parks, commercially operated marinas, near shore recreation activity areas and overnight boat moorage facilities. Squamish should be designated as a major marine service centre for the northern part of the Sound and the marina, recreational harbour facilities and food services expanded accordingly.

3. Investigate the feasibility of establishing excursion boats between Vancouver and Squamish to provide an alternate travel mode that can be used in conjunction with the Royal Hudson. A train trip one way and a return boat trip (or vice versa) would greatly enhance the appeal of the journey and provide a totally different visual and travel experience.

4. Investigate renewing day long boat excursions to the Bowen Island Union Steamship Company store from downtown Vancouver as was very popular in the 1930s. A day use mini-theme park with steamship interpretation, amusements, bicycle and sailboat rentals, walking trails, picnic areas, restaurants could be developed.

5. In the event of the development of a limited size theme park near the head of Howe Sound, transient moorage facilities should be provided for those people who wish to visit the site by boat.

### 6.4.10.1 Britannia Beach Mining Museum Theme Park Attraction

The development of a limited size theme park with a strong amusement component could provide both an important family attraction and a tour generator which would enhance tourist visitation throughout the southern part of the Region. In addition, the park's location on Highway 99 would encourage travellers, especially in the summer, to venture up the Nugget Loop and support the accommodation in the Whistler area. The site offers spectacular scenery, mass mode access and sufficient proximity to Vancouver for regular inclusion in package tours and repeat attendance by regional population.

1. The thematic aspect of the park should be based on a minimum of four themes indigenous to the Region such as mountain setting, forestry, industry and mining.
2. The park should have an amusement component with iron rides, preferably related to the established themes.
3. A series of theatrical shows should be available with simultaneous operation.
4. Mass mode transportation opportunities should be available such as rail, marine or bus.
5. The site should be large enough to sustain a full day's activities and amusements and contain all support facilities.
6. The park should be an action participation park, not a series of static displays.
7. Food services, resource interpretation, and events should be integrated on site, but accommodation should be located in nearby communities or Vancouver. The park should not generate an urban sprawl situation.
8. Development should be carried out by an existing theme park operator with assistance being sought for management expertise and financial resources, and with input at the local level. The park should be a commercial operation.

9. Related activities could include logging show demonstration, cruise excursions, marina with transient moorage, and possibly specialty museums and heritage displays.

### 6.4.10.2 Squamish Local/Regional Tourism Service Centre

As the major service centre on the Nugget route for at least another 10 to 15 years (until the growth of Whistler), the community of Squamish will serve a local tourism role especially for visitors to Whistler and the Duffey Lake Road and patrons of the Royal Hudson, and the Howe Sound theme park. The community is not significantly tourist related today but by virtue of its location on Highway 99 more extensive tourism use will occur. In recognition that visitors will stop for services, the community should also attempt to provide visitors with good service and, hence, increase the community's economic benefit from the pass-by traffic. In addition, it is anticipated that the Royal Hudson steam excursion train from North Vancouver will become a permanent attraction to the area.

1. The upgrading of accommodation and food services should continue especially the development of quality food services capable of handling large groups such as tour buses and train visitors.
2. The Royal Hudson steam train should be operated as a permanent excursion train from North Vancouver to Squamish and the season gradually lengthened until the train operates year round. The scheduling should be modified to allow a longer stop over in Squamish in order that sufficient time will be available to permit visitors to have a proper lunch and participate in Squamish based attractions or excursions.

3. Within Squamish an attractive railway station with a period theme should be developed. This will enhance Royal Hudson excursions and improve the general use of the BCR line for ski and sports trains. The station should be located such that safety and convenience are considered and Royal Hudson visitors are invited to explore the community.

4. A local transportation system, possibly using mini-buses or special theme vehicles, should be developed in Squamish to support tourist activities. Such vehicles could permit visitors to visit nearby attractions such as Shannon Falls, the estuary or travel to the airport for a sightseeing flight and also provide weather protection for visitors to restaurants or the museum on rainy days.

5. An estuary interpretation centre should be developed to describe the complex natural and industrial processes of the Squamish Estuary. To complement this roofed centre, a boardwalk and observation platform system for wildlife viewing in the natural component of the estuary could be established, while special signed walks and vantage points could be created for the industrial aspect (i.e., log handling, deep sea port). The centre should be staffed and supported with audio-visual displays.

6. The local history museum should be encouraged to stay open throughout the year, especially during the peak Royal Hudson visitor hours.

7. A special area should be set aside during the summer and weekends for craft stalls with homemade artifacts and food for visitors and locals to enjoy.

8. The current loggers sports show is very good but opportunities exist for increased events including possibly mini-logger shows and special spring and fall events.

9. Sightseeing flights over the local mountains and to nearby glacier fields should be better promoted and tied in with other activities such as the Royal Hudson, the Howe Sound theme park or Whistler. Flights could leave from the Squamish airport or possibly a float dock.

10. Day adventure tours could also operate out of Squamish, for example, one day raft tours down the Elaho/Squamish River system are possible aided by a flight to the headwaters. Both docking and storage facilities would be required.

### 6.4.11 Travel Corridors

Travel through southwestern British Columbia is an important tourism and recreational activity as a result of the impressive scenic character of the mountain and valley landscapes inland and the mountain-island-fjord landscapes of the coastal area. The existing transportation system of the Region offers major opportunities for tourist travel by a complete range of travel modes - air, rail, auto/bus, ship/ferry. The major mode is the highway and road system which is focussed on the Trans-Canada route that parallels the Fraser River. The road network in the Fraser Valley is relatively dense while elsewhere in the Region it is relatively sparse consisting of two-lane highways (3, 12, 99 and 101) running through narrow valleys (or along coastal ledges) with very few secondary roads.

The considerable ferry system that has developed is an extension of the road network linking areas within the Region (Vancouver-Gibsons, Earl's Cove-Saltery Bay) and the neighbouring Vancouver Island Tourism Region to the Mainland (Powell River-Comox, Vancouver-Nanaimo and Swartz Bay).

There are also important passenger rail corridors in the Region as well. The CNR and CPR transcontinental main lines parallel the Trans-Canada Highway along the Fraser River and BCR extends up the Squamish-Pemberton-Anderson/Seton Lakes valley system to Lillooet.

Several corridors are identified in Drawing No.5 with varying modes of transportation (auto, rail, water, air), levels of significance (provincial, regional, backcountry) and purpose (touring, multi-purpose, resource). A visual analysis is required of all major surface routes to determine the landscape resources that require protection for their scenic qualities. Major travel corridors should incorporate design guidelines regarding access, wayside parks, signage and control of adjacent land uses. At present, directional/information signage is rather poor in many areas of the Region and a substantial upgrading program is required.

At various points throughout the Plan a number of special routes are discussed such as scenic drives, Eco tours, historic routes and backcountry routes; many of them with distinctive theme elements. These are feasible because of excellence of the natural resources, the heritage features present within the Region and their accessibility from the main highways that act as a unifying factor. The designated scenic drives, travel corridors and circle tours should be marked by distinctive, themed signage.

### 6.4.11.1 Provincial and Regional Travel Corridors

The Trans-Canada Highway extending from Lytton through the Fraser Canyon to Hope and through the Fraser Valley to Vancouver is part of the Provincial Travel Corridor; that is, the major travel route stretching right across the province. (This highway route also extends along a marine corridor by means of the ferry service connecting the Lower Mainland and southern Vancouver Island.) The Fraser Canyon section has particular importance as it provides spectacular scenery and many opportunities for landscape and historic interpretation. It is therefore designated as a Provincial Scenic Heritage Route (see Section 6.4.6.1). The Trans-Canada Highway is also part of a Provincial Scenic Drive called the Nugget Loop. Wherever possible, special design considerations should be implemented to improve sightseeing, historic and landscape appreciation by means of pull-offs at posted vista points and historic/natural interpretation at specific nodes such as Yale, Hell's Gate and Alexandra Bridge.

It is recognized that the construction of the Coquihalla Highway will have a significant effect in lessening the importance of the Fraser Canyon as the main highway route. This will not detract from its importance as a scenic and interpretive route and may indeed improve the experience by decreasing traffic volumes and lowering speeds. As mentioned in Section 6.4.6.3, the new Coquihalla Interchange should be designed so as to maintain Hope as the local tourist/travel service centre.

Regional highway transportation corridors are proposed for Highway 3 between Hope and the Okanagan Valley, and Highway 99 linking Vancouver to Bellingham and Seattle. These routes will carry a considerable amount of tourist traffic but less than the provincial corridors. Similar tourism planning considerations regarding route alignment and scenic vistas should be implemented, although the lower traffic volumes and shorter distances will require a lesser degree of wayside park development.

Highway 99 from Vancouver to Pemberton, Highway 12 from Lytton to Lillooet, Highway 101 from Vancouver to Powell River and Highway 7 from Burnaby to Hope also serve as regional travel routes. However, they will be discussed under their various special scenic and heritage circle tour designations.

### 6.4.11.2 Provincial and Marine Scenic Drives

The Nugget Loop (Highway 99/Duffey Lake Road/Highway 12/ Highway 1) is designated as a Provincial Scenic Drive. The northern portions of the route should be gradually upgraded to permit year-round travel by private automobile or by bus.

Highway 101, including the two ferry links, is part of the Provincial Marine Scenic Drive linking Vancouver, the Sunshine Coast, Powell River, Comox/Courtenay and Nanaimo. Ferry service should be expanded to meet anticipated demands especially at the Horseshoe Bay-Gibsons terminals during peak travel times.

For these two Circle Tours, scenic highway design standards, access and land use/visual control should be incorporated in any future improvement programs. Distinctively themed signage, pull-offs, promotional and interpretive pamphlets should be developed that are appropriate to the landscape, land use and tourism/ recreation opportunities available along the route. Tourist services should be largely concentrated at certain nodes, with the capability of handling group tours. Tour companies should be encouraged to develop distinctive package vacations for individuals in cars or recreational vehicles, and groups in buses utilizing the appeal of the coastline and related activities for the Marine Circle Tour and the attractions of the mountain valleys, lakes and rivers for the Nugget Loop.

### 6.4.11.3 Marine Corridors

As mentioned in Section 6.4.1.8, there is a definite need to expand the ferry service to meet the present and anticipated needs of the travelling public. A first step would be to increase the number of sailings, especially during the peak travel periods. More ferries rather than larger ones are required to avoid lengthy loading/ unloading delays. The institution of a reservation system may also help to curtail the long line-ups as people would know when they have to arrive at a terminal.

In the interim, to make the waiting periods somewhat less tedious, the terminals should be made into "people places" rather than just parking lots. Children's playgrounds, touring acting groups, puppet shows, interpretive film/slide shows, Native Indian cultural demonstrations and handcraft sales are just some of the ideas that could be utilized to entertain and inform both tourists and residents.

### 6.4.11.4 Backcountry Routes

The rugged, mountainous nature of the Region and the establishment of resource roads has presented opportunities for considerable backcountry road travel in the Region. The route between Harrison Hot Springs and Pemberton and the Bridge River - Seton Portage - Anderson Lake route should be kept open for summer travel and posted as to whether they are passable by regular automobile or only by four-wheel drive vehicles. Additional recreation sites and their maintenance should be provided as demand warrants.

### 6.4.11.5 Mass Mode Transportation

As part of the overall objective of increasing mass mode access to and within the Region, the consultants encourage VIA Rail to continue with and improve upon its package tour program. The BCR is urged to upgrade its tourist/passenger capability due to its strategic linking to Vancouver, Whistler, Pemberton and Lillooet (and north to Prince George as well). Because of the long lead time associated with the acquisition of rolling stock, BCR should initiate immediately a planning and development program to meet the anticipated demands of the Sport Train proposal (Section 6.4.1.8). Train stations and other passenger services should also be improved. The railroad companies are urged to consider innovative approaches to using/converting old railway cars as semi-permanent accommodation in tourist areas, e.g. use out-of-service or reconditioned sleeping cars as winter hostels in the Pemberton Outdoor Recreation Area.

Due to increased demand, buses are also in short supply and have a long lead time for new deliveries. The province should examine means of purchasing or leasing (at least for peak vacation travel periods) additional buses to ensure package tour needs can be met.

### 6.4.11.6 Air Travel

Vancouver will remain as the international gateway for the Region and the province. The proposals for improving the levels of service for international and North American markets are dealt with in Section 6.4.1.8. There are smaller airports in the Region that will play a greater role in the movement of tourists from the international gateway to destination areas. The airports at Pemberton and Powell River are to be upgraded and expanded to accept increasing traffic in small and medium size aircraft that will be transporting individuals and groups on package vacations. The airport at Abbotsford should also be upgraded to accept increasing levels of traffic. These developments will help accommodate the needs of the specialty vacation groups, e.g. scuba divers, charter yachtsmen, heli-skiers, as well as providing facilities to take advantage of the growing recreational aircraft market in North America.

## 6.5 Summary of Key Development Proposals

The following is a summary of the development proposals for the Southwestern British Columbia Tourism Region.

- Establish two provincial tourism destination areas; the first centred on Vancouver and the Lower Mainland and the second based on the Whistler Resort Community.
- Establish one regional tourism destination area encompassing Harrison Hot Springs, Hemlock Valley Ski Area, southern Harrison Lake and the surrounding area.
- Establish two outdoor recreation areas; one centred on Pemberton-D'Arcy, the other on the Sunshine Coast. There are also two marine recreation areas, namely Discovery Passage - Bute/Toba Inlets and Howe Sound.
- Maintain Vancouver as the provincial tourist service centre and establish Powell River, Lillooet and Hope as regional service centres, Squamish and Pemberton as local/regional service centres and Gibsons and Sechelt as local tourism service centres.
- Re-affirm the establishment of Vancouver and Seattle as international gateway cities and Powell River, Pemberton, Lillooet and Hope as regional gateways.
- Designate the Nugget Circle Route as a Provincial Scenic Route and the Fraser Canyon and Highway 101 (Sunshine Coast - Powell River) as Scenic Drives. The Trans-Canada will remain as the Provincial Travel Corridor until the Coquihalla Highway is completed.
- Establish a network of tourist orientation centres to include central reservation services with the primary facilities located at Vancouver International Airport, Douglas Border Crossing, and secondary facilities at Whistler, Lillooet, Gibsons and Powell River.

- Continue the expansion of the existing resorts in Powell River and the Sunshine Coast area, and support further development in the Jervis Inlet, Harrison Lake, Pemberton-D'Arcy, Whistler and Lillooet areas.
- Establish new major destination resorts related to alpine skiing in the vicinity of Lillooet and year-round resorts at the geothermal resources of Meager Creek and Clear Creek.
- Develop innovative forms of accommodation including farm vacations, bed and breakfast, railway/hostel programs.
- Establish a major regional touring terminal at Lillooet to provide a range of tourism experiences along the Harrison-Lillooet route and in the more remote areas of the Coast Range and Fraser River Basin; specific experiences to include rafting, white water canoeing/kayaking; interpretive and wildlife viewing, mountaineering, ski-touring, trail riding and backpacking.
- Establish a provincially licensed school to train provincial recreational guides in the above outdoor activities.
- Establish four major new travel generators in the gateway market area; namely, a theme park on Howe Sound, an equestrian park, an agricultural demonstration centre and a west coast heritage 'Indian Village'.
- Upgrade tourism services such as food, fuel and accommodation in the service centres with specific attention to accommodating the needs of bus and package tour traffic.
- Encourage all designated communities to develop community master plans and architectural themes appropriate to their role in order to improve community aesthetics.

- Expand infrastructure within the communities to accommodate increased tourism development and visitation. Communities acting as service centres for recreation/marine areas (e.g. Powell River, Pemberton, Lillooet) should strive to maintain a mix between commercial tourist accommodation and second home ownership.

- Continue to improve and expand rail service into and within the Region.

- Continue to develop and market a variety of mass mode package tours that will meet the needs of general travelling vacationers and of those who plan specialty adventure vacations, e.g. river rafting, yacht cruising, scuba diving, alpine/heli-skiing and backcountry recreation.

- Develop a variety of themes consistent with the activities, history and experiences provided in each area in order to present a distinct image and a market identity to the travelling public.

- Continue to capitalize on the various heritage resources of the Region by incorporating historic elements in the Harrison-Lillooet route, the Fraser Canyon Scenic Drive, the Fraser Valley Rural Circle Route and expanding Fort Langley National Historic Park.

# 6.0 REGIONAL TOURISM DEVELOPMENT PLAN

## 6.1 Introduction

In previous chapters, an assessment of supply, demand, market analysis and local attitudes, perceptions and policies was undertaken. This was followed by the development of a regional strategy outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning area development concepts as outlined in Chapter 5.

The purpose of Chapter 6 is to highlight and describe the facility makeup of the regional plan, to identify specific guidelines and principles in the development of the plan and to outline priorities and phasing programmes. In addition, specific recommendations are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

## 6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Southwestern British Columbia Tourism Region. The guidelines and principles have been divided into three areas, namely: planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

## A. Planning

i) The intent of this study is to recommend a strategy for the growth and development of the tourism industry of the Southwestern British Columbia Tourism Region through the identification of tourism developments and actions required to match plant capability with resource potential and market demands.

ii) The Tourism Development Plan resulting from this study is to be a region-wide Plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the Plan does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both private and public sector consideration, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to suggest future government action.

v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the maritime, mountain and valley settings which contribute to the year-round tourism potential of the Region (e.g. ocean shoreline, lakes, rivers, sport fishery and wildlife resources) must be protected and enhanced to ensure that the Region can continue to satisfy and accommodate increasing numbers of tourists.

# APPENDICES

# APPENDICES

## APPENDIX 1

## TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the Province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass Area.

6. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

7. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

8. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and quality of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

9. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and quality of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilties. Examples of such centres include Cranbrook, Kelowna and Prince George.

10. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

11. International Gateway Centre

A population centre where overseas tourist enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a completé range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

12. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

13. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the region. For example, Kimberley/Cranbrook and Nanaimo.

14. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

15. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

16. Scenic Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours etc. can take a day or longer to complete.

17. Recreational Waterway

A river-lake-ocean corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

18. Historic Waterway

A river-lake-ocean corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent capability for historic interpretation and associated recreational activities.

19. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

20. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts: Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.

b) Winter Resorts: Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.

c) Year-Round Resorts: A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

21. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

22. Tourism Event/Festival

A transitory man-made occurrence, celebration or activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/ spectators).

23. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

24. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

25. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

26. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

27. Marine Park

Coastal areas in the high recreational boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

28. Wilderness Parks or Conservancies/Reserves/Nature Conservancies

A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.

29. International Market

Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).

30. U. S. Market

Residents of the United States of America having a propensity to travel to British Columbia.

31. Canadian Market

Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.

32. Provincial Market

Residents of British Columbia having a propensity to travel in British Columbia.

33. Regional Market

Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.

34. Local Market

Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

# APPENDIX 2

## TOURISM EVENTS AND ATTRACTIONS

In the following Appendix the major tourism events and attractions have been identified for the Southwestern British Columbia Tourism Region. As shown in the following tables, the various features are identified according to location, landscape unit, type, season, class of event and attendance/length of event. The Appendix provides a clear perspective of the range of events and attractions and an important basis for assessing future requirements.

| TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event | | | | | Attendance$^{2)}$/ Length of Event (Days) | |
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| Fraser Lowland | 60th. Annual Polar Bear Swim | Vancouver | Aquatic event | January | | | | | ● | 1 | |
| | Canuks Games | Vancouver | Sporting event | Winter, Spring & Fall | | | | ● | | Well attended | |
| | Annual Chinese New Year Spring Festival | Vancouver | Parade and festival in Chinatown | February | | | | | ● | 1 Well attended | |
| | Vancouver International Boat Show | Vancouver | Trade show | February | | | | ● | | 10 Well attended | |
| | Camping on Wheels Show | Vancouver | Trade show | February | | | | ● | | 5 | |
| | Chilliwack Showmart | Chilliwack | Trade show | February | | | | | ● | 4 | |
| | Ladies Open Curling | Chilliwack | Sporting event | February | | | | | ● | 3 | |
| | Surrey Festival of Dance | Surrey | Dance festival | March - May | | | | | ● | 23 | |
| | Winter Carnival | Port Coquitlam | Winter festival with parade, dancing and winter sports | March | | | | | ● | 3 | |
| | Fraser Valley Coin Club Annual Coin & Stamp Show | Abbotsford | Collector's event | March | | | | | ● | 2 | |
| | Spring Mixed Curling | Chilliwack | Sporting event | March | | | | | ● | 3 | |
| | Agribition 1980 | Chilliwack | Agricultural Fair | March | | | | ● | | 4 | |
| | Cash Curling Spiel | Chilliwack | Sporting event | March | | | | | ● | 3 | |
| | Gastown Rain Festival | Vancouver | Street festival, Bathtub Race | April | | | | | ● | 1 | |
| | Motorama | Vancouver | Automobile Show | Spring | | | | ● | | | |
| | Folk Festival '80 | Vancouver | Cultural festival with singing, dancing & displays | April | | | | | ● | 1 Well attended | |
| | Annual Nike 20 km. Race | Vancouver | Foot race in Stanley Park | April | | | | | ● | 1 | |
| | Francophone Festival | Vancouver | Cultural festival with theatre and music | April | | | | | ● | 6 | |

## TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event: International | National | Provincial | Regional | Local | Attendance 2) / Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Annual Rock, Mineral & Gem Show | Vancouver | Gem Show | April | | | | ● | | 2 Well attended | |
| | High School Stage Band Festivals | New Westminster | Music Festival | April | | | | | ● | 2 | |
| | The Rodeo Queen Horse Show | Surrey / Cloverdale | Equestrian event | April | | | | | ● | 2 | |
| | Thunderbird Hunter Jumper Show | Langley | Equestrian event | April | | | | | ● | 4 | |
| | Mission Lifestyle Exposition | Mission | Spring festival | April | | | | | ● | 3 Well attended | |
| | Annual Bradner Flower Show | Bradner | Major daffodil flower displays | April | | | | ● | | 3-4 Well attended | |
| | Chilliwack Ploughing Match | Chilliwack | Agricultural event with draft horses, antique farm equipment and ploughing demonstration | April | | | | ● | | 1 | |
| | Minter Flower Show | Chilliwack | Flower Show | April | | | | | ● | 5 | |
| | Annual Daffodil & Spring Flower Show | Chilliwack | Flower Show | April | | | | | ● | 6 | |
| | Recreation Vehicle Show | Chilliwack | Trade Show | April | | | | | ● | 6 | |
| | Junior Spring Horse Show | Chilliwack | Equestrian event | April | | | | | ● | 3 | |
| | Vancouver International Marathon | Vancouver | Foot race | May | | | | ● | | 1 | |
| | Vancouver Internationl Festival For Young People | Vancouver | Children's festival | May | | | | ● | | 7 | |
| | Variety Club Bed Race | Vancouver | Bed race | May | | | | | ● | 1 | |
| | Shon Yee Society Lion Dance | Vancouver | Chinese street dance | May | | | | | ● | 1 | |
| | Fiesta Days | Vancouver | Spring festival with Mexican theme | May | | | | | ● | 2 | |
| | Kite Festival | Richmond | Spring festival with kite flying | May | | | | | ● | 1 | |

### TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event |  |  |  |  | Attendance 2)/ Length of Event (Days) |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | Inter-national | National | Provincial | Regional | Local |  |  |
|  | Hyack Festival | New Westminster | Spring festival with parade, car rallies, canoe races, May Queen, sports & dancing | May |  |  |  | ● |  | 11 Well attended |  |
|  | Burnaby Funfest Days | Burnaby | Spring festival with rowing regatta, races, arts & crafts, rhododendron collection | May |  |  |  |  | ● | 8 (1st. year 1980) |  |
|  | Pioneer May Day | Ladner/Delta | Spring festival with Maypole | May |  |  |  |  | ● | 1 |  |
|  | Port Coquitlam May Day Celebrations | Port Coquitlam | Spring festival with maypole, pipe band competition and parade | May |  |  |  |  | ● | 3 |  |
|  | B.C. Registered Music Teacher Association Music Festival | Surrey | Music festival | May |  |  |  |  | ● | 12 |  |
|  | Cloverdale Rodeo | Cloverdale / Surrey | Rodeo with pancake breakfasts, square dancing, midway and parade | May |  |  |  | ● |  | 4 1979 = 35,000+ |  |
|  | Alexandra Festival | Surrey | Spring festival | May |  |  |  |  | ● | 1 |  |
|  | Fort Fair's Spring Show of Antiques & Collectables | Fort Langley | Antique show | May |  |  |  |  | ● | 2 |  |
|  | May Days | Fort Langley | Spring festival, especially for children | May |  |  |  |  | ● | 3 |  |
|  | Maple Ridge Community Festival | Maple Ridge | Spring festival with pancake breakfasts, live theatre and raft races | May |  |  |  |  | ● | 11 |  |
|  | Cross-Canada Tour Display | Maple Ridge | Display of vintage autos on cross-Canada tour | May |  |  |  |  | ● | 3 |  |
|  | Elks' May Day Parade | Mission | Spring festival with parade maypole, dancing | May |  |  |  |  | ● | 3 |  |
|  | Fraser River Raft Race | Matsqui | Raft race | May |  |  |  |  | ● | 1 |  |
|  | International Band Festival | Abbotsford | Music festival | May |  |  |  | ● |  | 2 |  |

TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event[1] | Location | Type of Event | Season | Class of Event: International | National | Provincial | Regional | Local | Attendance[2]/ Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Country Living Days Festival | Chilliwack | Spring festival with parade, chuckwagon races, crafts fair, horse show, ball and sports | May | | | | ● | | 24 | Well attended |
| | Folkfest | Vancouver | Cultural festival with ethnic open houses, foods, crafts, concerts & sports | June - July | | | | | ● | 19 | Well attended |
| | Labatts Hobiecat Regatta | Vancouver | Boating event | June | | | | | ● | 2 | |
| | Italian Day | Vancouver | Cultural street festival with dancing and food | June | | | | | ● | 1 | |
| | Annual Finnish Canadian Grand Festival | Vancouver | Cultural festival with dance, sports, arts & crafts, & concerts | June | | | | | ● | 4 | |
| | Greek Days | Vancouver | Cultural festival with Greek theme | June | | | | | ● | 1 | |
| | West Vancouver Community Day | West Vancouver | Summer festival with parade, craft fair, and dancing | June | | | | | ● | 1 | |
| | King Neptune Carnival | North Vancouver | Summer festival with parade | June | | | | | ● | 1 | |
| | Grouse Mountain Hoedown | North Vancouver | Dance | June | | | | | ● | 3 | |
| | North Vancouver Folkfest | North Vancouver | Cultural festival with theatre, dance, music &crafts | June | | | | | ● | 6 | Well attended |
| | Bullhead Derby | Richmond | Fishing derby | June | | | | | ● | 1 | |
| | Highland Games | New Westminster | Ethnic competition with dancing, piping and sports | June | | | | ● | | 1 | |
| | Pipe Band Competition | Port Coquitlam | Music festival | June | | | | | ● | 1 | |
| | All Saints' Parish Community Festival | Coquitlam | Summer festival with parade, dancing and banquet | June | | | | | ● | 4 | |
| | La Francofete | Coquitlam | Cultural festival with French theme | June | | | | | ● | 1 | |
| | Hands Across the Border | Surrey | Summer festival for children | June | | | | | ● | 1 | |

| TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event | | | | | Attendance 2)/ Length of Event (Days) | |
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | B.C. Truck Rodeo | Delta | Truck drivers' rodeo | June | | | | | ● | 1 | |
| | North Delta Family Days | Delta | Summer festival with races, games & BBQ | June | | | | | ● | 1 | |
| | Annual Open Highland Competition | Langley | Dance competition | June | | | | | ● | 1 | |
| | Langley Pioneer Days | Langley | Summer festival with children's rodeo, carnival and dancing | June | | | | | ● | 3 | |
| | Thunderbird Hunter Jumper Show | Langley | Equestrian event | June | | | | | ● | 5 | |
| | Pitt Meadows Days | Pitt Meadows | Summer festival with parade, fireworks, antique engines, and salmon BBQ. | June | | | | | ● | 1 | |
| | Folkfest | Mission | Cultural festival | June | | | | | ● | | |
| | Abbotsford Days | Abbotsford | Summer festival with parade, crafts & beer garden | June | | | | | ● | 3 | |
| | Yarrow Days | Yarrow (Near Abbotsford) | Summer festival with skydiving, arts & crafts | June | | | | | ● | 3 | |
| | Cultus Lake Indian Days | Cultus Lake / Chilliwack | Summer festival with war canoe races, Indian crafts & salmon BBQ | June | | | | ● | | 2 | |
| | Shrine Circus | Chilliwack | Circus | June | | | | | ● | 1 | |
| | Annual Show & Sale, Salish Weavers | Sardis | Craft show | June | | | | ● | | 1 | |
| | International Lions Gate Dog Show | Chilliwack | Dog show | June | | | | | ● | 3 | |
| | Chilliwack Summer Mixed Bonspiel | Chilliwack | Bonspiel with pancake breakfast and dance | June | | | | | ● | 5 | |
| | Steveston Salmon Festival | Steveston, Richmond | Summer festival with derby, parade, arts & crafts, flower show & salmon bake | June - July | | | | ● | | 12 Well attended | |
| | Golden Spike Days | Port Moody | Summer festival with races, dances & dynamite displays | June - July | | | | | ● | 9 | |
| | White Rock Sea Festival | White Rock | Summer festival with children's sandcastle contest, fishing derby, golf tournament, crafts & music | June - July | | | | | ● | 4 Well attended | |

TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event[1] | Location | Type of Event | Season | Class of Event |  |  |  |  | Attendance[2]/ Length of Event (Days) |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | Folkfest | Mission | Cultural festival with dancing, folk singing and arts and crafts | June - July |  |  |  |  | ● | 4 |  |
|  | British Columbia Salmon Derby | Inland Waters | Fishing derby | July - Sept. |  |  | ● |  |  | 2 month period Well attended |  |
|  | Football Games - B.C. Lions | Vancouver | Sporting event | Summer, Fall |  |  |  | ● |  |  |  |
|  | Western Canadian Frisbee Championships | Vancouver | Summer "sports" event | July |  |  |  |  | ● | 2 |  |
|  | B.C. Gem Craft Show | Vancouver | Craft show | July |  |  |  | ● |  |  |  |
|  | Gastown Canada Days | Vancouver | Summer festival with open-air markets, beer & wine gardens & entertainment | July |  |  |  |  | ● | 1 |  |
|  | World Box Lacrosse Championships | Vancouver | Sporting event | July |  |  |  | ● |  | 8 (Special Event) |  |
|  | Vancouver Sea Festival | Vancouver | Summer festival with pancake breakfast, salmon BBQ, bathtub race & fireworks | July |  |  |  | ● |  | 9 Well attended |  |
|  | Hotelympiads | Vancouver | Hotel employee competition | July |  |  |  |  | ● | 1 |  |
|  | Vancouver Folk Music Festival | Vancouver | Music festival | July |  |  |  |  | ● | 3 |  |
|  | Sun Free Salmon Derby | Vancouver | Fishing derby | July |  |  |  | ● |  | 1 |  |
|  | Greater Vancouver Coin & Stamp Show | North Vancouver | Collectors' show | July |  |  |  | ● |  | 2 |  |
|  | World Bellyflop & Cannonball Diving Championships | North Vancouver | Aquatic competition | July |  |  |  |  | ● | 1 |  |
|  | Northshore Kennel Club | Richmond | Dog show | July |  |  |  |  | ● | 4 |  |
|  | Obon Festival | Steveston / Richmond | Japanese cultural celebration | July |  |  |  |  | ● | 1 |  |
|  | Portuguese Festival | New Westminster | Cultural festival with Portuguese theme with parade, food & sports | July |  |  |  |  | ● | 1 |  |

## TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event: Inter-national | National | Provincial | Regional | Local | Attendance 2) / Length of Event (Days) |
|---|---|---|---|---|---|---|---|---|---|---|
| | Ladner Sports Festival | Ladner / Delta | Sports festval with tennis, lacross, canoeing & wheelbarrow races | July | | | | | ● | 2 |
| | Senior Mens Annual Sports International Baseball Tournament | Surrey | Sporting event | July | | | | | ● | 1 |
| | Voyageur Days | Fort Langley | Summer festival with historical theme: traders trappers & dancing | July | | | | | ● | 1 Well attended |
| | Thunderbird Hunter Jumper Show | Langley | Equestrian event | July | | | | | ● | 4 |
| | Ridge Meadow Fair | Maple Ridge | Agricultural fair with horse shows, beef & dairy competitions & carnival | July | | | | | ● | 1 |
| | International War Dance Festival | Mission | Native Inoian war dance competition, teepee village & Indian games | July | | | | | ● | 3 Well attended |
| | Loggers' Sports | Mission | Loggers's sports | July | | | | | ● | 1 |
| | Mission Kennel Club Show | Mission | Dog Show | July | | | | | ● | 1 |
| | Deroche, Lake Eroch Fun Day | Near Mission | Summer festival | July | | | | | ● | 1 |
| | Clearbrook Days | Clearbrook / Abbotsford | Summer festival with dancing, BBQ, bands | July | | | | | ● | 4 |
| | Curling Bonspiel | Chilliwack | Sporting event | July | | | | | ● | 24 |
| | Chilliwack Open Golf Tournament | Chilliwack | Sporting event | July | | | | | ● | 4 |
| | Annual Buffalo Shoot & Rendezvous | Chilliwack | Antique firearm competition | July | | | | | ● | 3 |
| | B.C. Open Golf Tournament | Vancouver | Sporting event | Summer | | | | | ● | |
| | Whitecap Games | Vancouver | Sporting event - soccer | Summer | | | | ● | | |
| | National Arabian Horse Show | Vancouver | Equestrian event | Summer | | | | ● | | |

| TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event | | | | | Attendance 2) / Length of Event (Days) | |
| | | | | | International | National | Provincial | Regional | Local | | |
| | Gastown Bicycle Race & Grand Prix | Vancouver | Bicycle races | August | | | | | ● | 2 | |
| | Powell Street Festival | Vancouver | Summer festival with Japanese theme: folk dancing, martial arts, flower arranging, plays, music & art displays | August | | | | | ● | 2 | |
| | Pacific National Exhibition | Vancouver | Exhibition with parade, midway, agricultural exhibits, loggers sports, horse racing & displays | August - Sept. | | | ● | | | 17 Well Attended | |
| | Welsh National Gymanfa Ganu | Vancouver | Music festival | August | | | | ● | | 4 | |
| | Harvest Festival | Vancouver | Summer festival | August | | | | | ● | 2 | |
| | B.C. Derby | Vancouver | Equestrian event | August | | | | ● | | 1 Well Attended | |
| | Jack Diamond Futurity | Vancouver | Equestrian event | August | | | | ● | | 1 Well Attended | |
| | International Hang-Gliding Championships | North Vancouver | Sporting event | August | | | | ● | | 3 | |
| | Formula Atlantic | Coquitlam | Automobile Event | August | | | | ● | | 1 Well Attended | |
| | Sun Festival | Tsawwassen / Delta | Summer festival with golf tournament, fishing derby, & BBQ | August | | | | | ● | 4 | |
| | Canadian Open Sandcastle Competition | White Rock | Sandcastle competition | August | | | | ● | | 1 Well Attended | |
| | Draft Horse Extravaganza | Cloverdale / Surrey | Agricultural / Equestrian event | August | | | | ● | | | |
| | Cloverdale Horse Show | Cloverdale / Surrey | Equestrian Event | August | | | | ● | | 3 | |
| | Fort Fair's Summer Show of Antiques & Collectables | Fort Langley | Antique show | August | | | | | ● | 2 | |
| | Golden Ears Golf Tournament | Pitt Meadows | Sporting event | August | | | | | ● | 2 | |
| | Annual Deroche Salmon BBQ | Near Mission | Salmon BBQ | August | | | | | ● | 1 | |

### TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event: Inter-national | National | Provincial | Regional | Local | Attendance 2)/ Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | International Dew Worm Races | Near Matsqui | Amusement | August | | | | | ● | 1 | |
| | Abbotsford International Airshow | Abbotsford | Airshow, aerospace aviation industry show & fly-in | August | | ● | | | | 3 1979 = 160,000 persons | |
| | Soccer Tournament | Chilliwack | Sporting event | August | | | | | ● | 4 | |
| | Canadian Legion Provincial Golf Tournament | Chilliwack | Sporting event | August | | | | | ● | 3 | |
| | Chilliwack Exhibition | Chilliwack | Agricultural fair | August | | | | ● | | 4 | |
| | Antique Farm Machinery Threshing Bee | Chilliwack | Agricultural competition | August | | | | | ● | 2 | |
| | Bus Rodeo | Vancouver | Bus driving competition | September | | | | | ● | | |
| | Totem Bonspiel | Vancouver | Sporting event | Fall | | | | ● | | | |
| | Gastown Days | Vancouver | Fall festival | September | | | | | ● | 2 | |
| | Grouse Mountain Highland Days | North Vancouver | Ethnic Celebration | September | | | | | ● | 2 | |
| | Annual Arts & Craft Show | Richmond | Arts & crafts show | September | | | | | ● | 3 | |
| | Lapidary Rock & Mineral Society of B.C. Gem Show | Surrey | Gem show | September | | | | | ● | 1 | |
| | Leisure Week | Surrey | Summer festival with music, puppetry & painting | September | | | | | ● | 7 | |
| | Surrey Farm Fair | Surrey / Cloverdale | Fall fair with livestock show, equestrian events, arts and crafts | September | | | | | ● | 3 1979 = 96,000 | |
| | Thunderbird Hunter Jumper Show | Langley | Equestrian Event | September | | | | ● | | 5 | |
| | Campbell Valley Country Craft Fair | Langley | Craft show | September | | | | | ● | 2 | |
| | Aldergrove Fall Fair | Aldergrove | Fall fair | September | | | | | ● | 1 | |
| | Fall Fair | Mission | Fall fair with livestock | September | | | | | ● | 3 | |

TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event[1] | Location | Type of Event | Season | Class of Event | | | | | Attendance[2]/ Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | Annual Westcoast International Fiddlers Contest | Abbotsford | Music competition | September | | | | | ● | 2 | |
| | Mennonite Central Committee Relief Sale | Chilliwack | Craft sale & bake goods | September | | | | ● | | 1 Well attended | |
| | Agricultural & Horticultural Fair (Fall Fair & Corn Festival) | Agassiz | Agricultural fair | September | | | | | ● | | |
| | Custom Car Show | Vancouver | Automobile show | October | | | | ● | | 3 | |
| | Oktoberfest | Vancouver | German festivities with beer garden, food& dancing | October | | | | | ● | 6 | |
| | Ski Fair/Show | Vancouver | Trade show | October | | | | | ● | 3 | |
| | Northwestern International Horse Show | Vancouver | Equestrian Event | October | | | ● | | | 4 | |
| | Biennial Arts & Crafts Fair | North Vancouver | Craft show | October | | | | | ● | 4 | |
| | Annual Coin Show | North Vancouver | Collectors show | October | | | | | ● | 3 | |
| | Oktoberfest | Richmond | Ethnic celebration with Bavarian dancers, bands | October | | | | | ● | | |
| | Queensborough 90th Birthday Celebration | New Westminster | Local festival with pancake breakfast, Oktoberfest | October | | | | | ● | 11 | |
| | Fraser Valley Rock & Gem Club Show | Aldergrove | Gem show | October | | | | | ● | 2 | |
| | Festival of History | Chilliwack | Cultural/heritage festival | October | | | | | ● | 3 | |
| | Coho Fishing Derby | Chilliwack | Fishing derby | October | | | | | ● | 12 | |
| | 10th Annual James Cunningham Memorial Seawall Race | Vancouver | Foot race | November | | | | | ● | 1 | |
| | Hadassah Bazaar | Vancouver | Bazaar | November | | | | ● | | 2 Well attended | |
| | Christmas at Hycroft | Vancouver | Christmas displays | November | | | | | ● | Several | |

## TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event: International | National | Provincial | Regional | Local | Attendance 2) / Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Douglas Days | Fort Langley | Provincial Cabinet meetings at Fort's Big House and banquet | November | | | | ● | | 1 | |
| | Santa Claus Parade | Chilliwack | Parade | November | | | | | ● | 1 Well attended | |
| | Fall Mixed Curling | Chilliwack | Sporting event | November | | | | | ● | 3 | |
| | Christmas Craft Market | Chilliwack | Craft fair | November | | | | | ● | 1-2 | |
| | Carol Ships | Vancouver | Christmas musical event | December | | | | | ● | 3-4 Well attended | |
| | Traditional Heritage Christmas | Burnaby | Christmas displays | December | | | | | ● | 19 | |
| | Fraser River Carol Ships | New Westminster | Christmas musical event | December | | | | | ● | 1 Well attended | |
| | Santasia Ice Carnival | Surrey | Parade, ice carnival, theatre | December | | | | | ● | 1 | |
| | Rotary Carol Festival | Chilliwack | Music festival | December | | | | | ● | 3 | |
| Sunshine Coast | Sechelt Timber Day & Logger Sports | Sechelt | Loggers sports & parade | May | | | | | ● | 2 Well attended | |
| | Gibsons Grand Prix | Gibsons | Race | June | | | | | ● | 1 | |
| | Dogfish Derby | Gibsons | Fishing derby | July | | | | ● | | 1 Well attended | |
| | Gibsons Sea Cavalcade | Gibsons | Summer aquatic festival with log jousting, tugboat competition, loggers sports, dance & carnival | August | | | | ● | | 2 Well attended | |
| Powell River / Jervis Inlet | Loggers' Sports Day | Powell River | Loggers' sports | June | | | | | ● | 1 Well attented | |
| | Powell River Sea Fair | Powell River | Summer festival with parade dancing, carnival, fishing derby & canoe carving | July | | | | | ● | 2 Well attended | |
| | Sidewinder Rodeo | Powell River | Rodeo | July | | | | | ● | 1 Well attended | |
| | Senior Mens Softball Tournament | Powell River | Sporting event | July | | | | | ● | 3 | |
| | Farmers Day | Powell River | Agricultural event | August | | | | | ● | 1 | |
| | Powell River Exhibition | Powell River | Fall fair | September | | | | | ● | 3 Well attended | |

TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event 1) | Location | Type of Event | Season | Class of Event |  |  |  |  | Attendance 2) / Length of Event (Days) |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | Fall Bazaar | Powell River | Bazaar | October |  |  |  |  | ● | 1 |  |
|  | Gem & Mineral Show | Powell River | Gem show | November |  |  |  |  | ● | 3 |  |
| Vancouver Ranges | - | - | --- | - | - | - | - | - | - | - |  |
| Harrison Lake | Harrison Spectacular Kite Festival | Harrison Hot Springs | Kite flying festival | June |  |  |  |  | ● | 1 |  |
|  | Harrison Summer Festival | Harrison Hot Springs | Summer festival with canoe races & beach events | July |  |  |  |  | ● | 2 |  |
|  | Harrison Festival of Arts '80 | Harrison Hot Springs | Summer festival with theatre, arts & crafts | July |  |  |  |  | ● | 16 |  |
|  | Regatta Festival | Harrison Hot Springs | Boating event | August |  |  |  |  | ● | 2 |  |
|  | 1st. Annual Model Floatplane Fly-in | Harrison Hot Springs | Model aircraft display | September |  |  |  |  | ● | 2 New event |  |
| Whistler / Garibaldi Park | Great Earth Snow & Water Race | Whistler | Race | May |  |  |  |  | ● | 1 |  |
|  | Squamish Folkfest | Squamish | Cultural festival with dancing, displays, food and crafts | June / July |  |  |  |  | ● | 3 Well attended |  |
|  | Squamish Loggers' Day | Squamish | Loggers' sports | August |  |  |  | ● |  | 2 Well attended |  |
|  | Western Academy of Pipe Music - Piping Competition | Squamish | Music festival | August |  |  |  |  | ● | 1 |  |
|  | Alta Lake Community Club Annual Fall Fair | Whistler | Fall fair | November |  |  |  |  | ● | 2 |  |
| Lillooet Lake | - | - | --- | - | - | - | - | - | - | - |  |
| Stein Ranges | - | - | --- | - | - | - | - | - | - | - |  |
| Bute / Toba Inlets | - | - | --- | - | - | - | - | - | - | - |  |
| Pacific Ranges | - | - | --- | - | - | - | - | - | - | - |  |
| Pemberton / Cayoosh Ranges | Canada Week | Pemberton | Summer festival with parade, loggers' sports, horse races & gymkana | June / July |  |  |  |  | ● | 8 |  |

## TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Event[1)] | Location | Type of Event | Season | Class of Event | | | | | Attendance[2)]/ Length of Event (Days) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| Dickson Range / Carpenter Lake | - | - | --- | - | - | - | - | - | - | - | |
| Lillooet / Upper Fraser | Elks' Flag Day | Lillooet | Spring festival with flag pole dancing, basketball & parade | May | | | | | ● | 1 | |
| | Vunder Bar | Lillooet | Summer festival with pancake breakfast, salmon BBQ, Ma Murray Days, beer garden & music | July | | | | | ● | 3 | |
| | Softball Tournament | Lillooet | Sporting event | July | | | | | ● | | |
| | Fall Fair | Lillooet | Agricultural fair | September | | | | | ● | 2 | |
| | Lillooet Rodeo | Lillooet | Rodeo & beer garden | September | | | | | ● | 2 Well attended | |
| | Crafts & Things | Lillooet | Craft fair | September | | | | | ● | 1 | |
| Fraser Canyon | Sports Day | Boston Bar | Local sports events | May | | | | | ● | 1 | |
| | Jackass Days | Boston Bar | Summer festival | July | | | | | ● | 2 | |
| | Stagecoach Days | Yale | Summer festival with parade, pancake breakfast, carnival, native dancers & black powder shoot | August | | | | | ● | 2 Well attended | |
| Cascade Range | Canadian Foresters' Dominion Curling Championship | Hope | Curling competition | March | | | | ● | | 5 | |
| | Coquihalla Open Golf Tournament | Hope | Golf tournament | May | | | | | ● | 2 | |
| | Start of Hyack Canoe Race | Hope | Canoe race on Fraser River | May | | | | | ● | 1 Well attended | |
| | Native Indian Logging Sports | Hope | Loggers' sports | May | | | | | ● | 2 | |
| | C.M.A. Canadian National Rally | Hope | Motorcycle road rally campout | July | | | | ● | | 3 Well attended Special Event | |
| | Fall Horse Show | Hope | Equestrian event | August | | | | | ● | 2 | |

## TOURISM EVENTS - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Event[1] | Location | Type of Event | Season | Class of Event |  |  |  |  | Attendance[2]/ Length of Event (Days) |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | Hope Brigade Days | Hope | Civic celebration with parade, logging sports, demolition derby, arts & crafts & midway | September |  |  |  |  | ● | 3 Well attended |  |
| Skagit Range | - | - | --- | - | - | - | - | - | - | - |  |

FOOTNOTES:

1) Sources:
1) Funfest '80, Ministry of Tourism
2) Southwestern British Columbia Fairs & Festivals, Southwestern British Columbia Tourist Association and B.C. Festivals Association
3) Calendar of Events: Spring/Summer 1980, Ministry of Tourism
4) Calendar of Events: Fall/Winter 1979-80, Ministry of Tourism

2) Southwestern British Columbia Tourist Association

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
| Fraser Lowland | Stanley Park | Vancouver | 404 ha. park with remnant rain forest;lakes/ponds, 7mi Seawall, childrens zoo, lawn bowling, Malkin Bowl Summer Theatre, Brockton Oval & restaurants | Year round | ● |  |  |  |  | No figures kept |  |
|  | Lynn Canyon Park | North Vancouver | 81 ha. nature park with suspension bridge, trails and Centennial Ecology Centre | Year round especially Summer |  |  |  |  | ● | No figures yet available |  |
|  | Mount Seymour Provincial Park | North Vancouver | 3,508 ha. mountain park with alpine areas, good vistas & family skiing | Year round |  |  |  |  | ● | 1978 = 74,483 party days |  |
|  | Grouse Mountain | North Vancouver | Alpine ski area with m. vertical drop; night skiing, restaurants & disco on hill | November - April |  |  |  | ● |  |  |  |
|  | Capilano River Regional Park | North & West Vancouver | 121.4 ha.mountain landmark with scenic canyon trails, footbridges,picnic facilities, fishing, kayaking & fish hatchery | Year round |  |  |  | ● |  | 1979 = 325,000 |  |
|  | Lighthouse Park | West Vancouver | 74.9 ha.nature park with some of largest trees in B.C., lighthouse, nature house, guided walks | Year round |  |  |  | ● |  | No figures kept |  |
|  | Scuba Diving Areas | West Vancouver & Lions Bay | Several off shore scuba diving areas | Winter |  |  |  | ● |  | Not applicable |  |
|  | Burnaby Lake Wildlife Conservation Area & Rowing Course | Burnaby | 700 ha. nature area and international-calibre rowing course, nature house | Year round |  |  |  |  | ● | 1979 = 10,000 |  |
|  | Pitt Lake & Widgeon Creek | Coquitlam | Lake surrounded by mountains, dykes, marshlands; area for canoeing, small boating, hikes on the dykes & to Widgeon Creek Falls | Summer |  |  |  | ● |  | Not applicable |  |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | Pitt Polders | Coquitlam | Dyked marshland & drainage area; canoeing, waterfowl viewing & hunting | Summer & Fall |  |  |  | ● |  | Not applicable |  |
|  | Burke Mountain | Coquitlam | Mountain park with trails, local skiing & snowmobiling, camping & fishing | Year round |  |  |  | ● |  |  |  |
|  | Fraser Estuary | Delta, Surrey, Richmond | Marshes, mud & sand flats, fish habitat, waterfowl habitat, canoeing, boating, fishing (commercial & sport). Largest population of wintering waterfowl in Canada | Year round |  | ● |  |  |  | Not applicable |  |
|  | George C. Reifel Waterfowl Refuge/ Alekson National Wildlife Area | Delta | 678 ha. waterfowl habitat, with footpaths & observation towers | Year round, esp. Spring & Fall |  |  |  | ● |  | 1979 = 79,000 - 80,000 |  |
|  | Boundary Bay | Delta | 32.7 ha. of beach shoreline, waterfowl viewing, harbour seals | Year round |  |  |  | ● |  | Not applicable |  |
|  | Crescent Beach | Surrey | Major beach, crabbing & clam digging | Year round |  |  |  | ● |  | Not applicable |  |
|  | Richmond Nature Park | Richmond | 87 ha. nature park with bog habitat & waterfowl, trails, nature house | Year round |  |  |  | ● |  | 60,000 - 100,000 annually |  |
|  | Campbell Valley Regional Park | Langley | 567.7 ha nature park with walking/hiking trails; equestrian trails, picnic & group camping facilities | Year round |  |  |  |  | ● | 1979 = 45,000 |  |
|  | Derby Reach | Langley | 161.9 ha along 1.6 km. of Fraser River | Year round |  |  |  |  | ● | Not applicable |  |
|  | Aldergrove Lake Regional Park | Langley | ha park with lake, swimming | Year round especially Summer |  |  |  | ● |  | 1979 = 95,000 |  |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | U.B.C. Research Forest | Maple Ridge N. of Haney | 5,261 ha. forest with scenic hiking trails, conducted botany tours arranged | Year round | | | | | ● | | |
| | Kanaka Creek Falls | Maple Ridge | Waterfalls in Provincial Park | Year round | | | | | ● | Not available | |
| | Mount Cheam | Chilliwack | Mountain area with hiking, helicopter tours to top | | | | | ● | | Not available | |
| | Cultus Lake | 16 km. south of Chilliwack | Two park areas with swimming, boating, waterskiing, fishing, horseback riding, picnicking, camping, climbing, hiking & golf | | | | | ● | | 1978(Prov.Pk.) = 83,422 party days & 22,387 party nights | |
| | Chilliwack Lake | 40 km. west of Vedder Crossing | 8 km. long lake -- canoeing, small boating, fishing | | | | | | ● | 1978(Prov.Park) = 2,436 party days & 3,218 party nights | |
| | Bridal Veil Falls | Popkum | Waterfalls, trail & picnic area, 32 ha. | | | | | | ● | 1978 =7979 party days | |
| | Rockhounding | | Rockhounding for jade & other semi-precious stones | | | | | | | Not applicable | |
| Sunshine Coast | Salmon & Trout Sport Fishing | Pender Harbour Porpoise Bay, other Coastal areas | Sport fishing | | ● | | | | | Not applicable | |
| | Killer Whales | Pender Harbour | Whales frequent the area | | | | ● | | | Not applicable | |
| | Oyster & Clams | Pender Harbour | Oyster picking & clam digging | | | | | ● | | Not applicable | |
| | Skookumchuck Rapids/Narrows | Egmont | Reversing tidalrapids, trail provincial park (40 ha.) | Year round | | | | | ● | Not applicable | |
| | Gray Creek Falls | 8 km. north of Sechelt | Waterfalls in coastal rain forest | Year round | | | | | ● | Not applicable | |
| | Limestone Caves | N.E. of Honeymoon Bay | Caves, trail & picnic sites | | | | | | ● | Not applicable | |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature: International | National | Provincial | Regional | Local | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Smuggler Cove Marine Park | Near Secret Cove | Scenic anchorage area;182 ha. cruising destination | Summer | | | | ● | | Not applicable | |
| | Climate | Coastal areas | Gentle sunny climate with July (18°C) & January (4°C), 2,000 hrs. of sunshine & 94 cm. rain | Year round especially Spring - Fall | | | ● | | | Not applicable | |
| Powell River / Jervis Inlet | Salmon Fishing | Powell River & along coast esp.Jervis Inlet to Desolation Sound & Stuart Island | Sport fishing | Year round | | | ● | | | Not applicable | |
| | Mount Valentine | Powell River | Scenic lookout over Malaspina Strait & Powell River | Year round | | | | | ● | Not applicable | |
| | Willingdon Creek Nature Trail | Powell River | Short walking trail | Year round | | | | | ● | Not applicable | |
| | Fresh Water Fishing | Powell River | Sport fishing for trout in Powell Lake, Haslam, Dodd, Nanton & Horseshoe Lakes & Wolfson Creek | Summer | | | | | ● | Not applicable | |
| | Scuba Diving | Powell River | Sunken ship relics, marine life | Winter | | ● | | | | Not available but 1978/79 = 3000 + dive nights | |
| | Oyster Beds | Myrtle Point, Savary Island, & others from Powell River or Lund | Oyster picking | Spring & Fall | | | | ● | | Not applicable | |
| | Clams | Coastal areas | Clam digging of butter & littleneck varieties | | | | | | ● | Not applicable | |
| | Prawns | Malaspina Str. esp. Texada & Savary Islands | Shrimp & prawn netting | | | | | ● | | Not applicable | |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Ragged Islands | Ragged Islands | Boat tours, scuba diving | | | | | ● | | Not applicable | |
| | Rockhounding | Texada Island | Rock hounding for black porphyry | Summer | | | | ● | | Not applicable | |
| | Scuba Diving | Esp. to Mystery Reef, Grant Reef, Vivan Is. Harwood Islands, Cortes & Phillips Arm | Scuba diving, marine life | Winter | | ● | | | | Not applicable | |
| | Desolation Sound | N. of Lund | Scenic *marine park, noted as* cruising destination, largest marine park in B.C. covering 8,256 ha. of Gifford Peninsula & adjacent waters | Summer | | ● | | | | Not applicable | |
| | Sport Fishing | Stuart Island | Sport fishing | | | | | ● | | Not applicable | |
| | Princess Louisa Marine Park | Queens Reach, Jervis Inlet | Boating destination area, fjord scenery, Chatterbox Falls, 44 ha. | Summer & Fall | | | ● | | | 1978 = 2453 boating parties | |
| Vancouver Ranges | Golden Ears Provincial Park | North of Maple Ridge | 55,594 ha. mountain park, Alouette Lake, camping, hiking, picnicking, boating | Summer | | | | | ● | 1978 = 117,672 party days & 21,734 party nights | |
| | The Lions | North of West Vancouver | Mountain landmark, hiking trail access &mountaineering | Summer | | | | ● | | Not applicable | |
| Harrison Lake | Hemlock Valley Ski Area | Near Weaver Creek | 305 m. vertical drop alpine ski area; cross-country skiing | Winter | | | | ● | | 1977/78=43,431}skier<br>1978/79=82,143}visit | |
| | Harrison Lake | Harrison Hot Springs | Sailing, boating & swimming in lakeside lagoon | Summer | | | | | ● | Not applicable | |
| | Rockhounding | Harrison Hot Springs area | Rockhounding for Jade & other semi-precious stones | Spring - Fall | | | | ● | | Not applicable | |
| | Harrison River | Harrison Lake | Flatwater rafting | July -Aug. | | | | | ● | Not available | |

TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature: Inter-national | National | Provincial | Regional | Local | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Whistler / Garibaldi Park | Brandywine Falls | Between Whistler & Squamish | 64 m. waterfall | Year round | | | | | ● | 1978 = 1399 visitor days & 458 party nights | |
| | Garibaldi Provincial Park | East of Squamish /Whistler | 195,083 ha. mountain park; backcountry activities | | | | | ● | | 1978 =21,059 visitor days,12,360 nights | |
| | Shannon Falls | Near Squamish | 213 m. waterfall | Year round | | | | | ● | Not applicable | |
| | Whistler Mountain Ski Area | Whistler | Alpine ski area with 1,305 m lift serviced vertical drop (highest in N. America),open alpine bowls, km. cross-country ski trails | Mid Nov. - late May | | ● | | | | 1977/78 = 414,000 skier visits<br>1978/79 = 280,000 skier visits | |
| | Whistler Heli - Skiing | Coast Mountains esp. Tremor, Powder & Ipsoot | Heli-skiing | | ● | | | | | 1978/79 = 545 skier days | |
| | Ski Touring | McGillvray Pass (75 km N.E. of Whistler) | Alpine ski touring with access by helicopter | | ● | | | | | Not available | |
| | Alta Lake & Lost Lake | Whistler | Cross-country skiing, canoeing & windsurfing | | | | | | ● | Not available | |
| | Diamond Head | Garibaldi Park, Squamish | Alpine meadow with cross-country skiing, hiking, small alpine skiing | All year & Winter use to July | | | | ● | | 1978 = 8282 visitor days & 4635 visitor nights | |
| | Bald Eagles | Squamish | Major congregation of eagles in early spring | January & February | | | | | | Not applicable | |
| | Black Tusk Area | Garibaldi Park, 23 mi. north of Squamish | Alpine meadows, glacier lake hiking, photography, cinder caves, glaciers, mountaineering, 17,819 ha. | Summer | | | | ● | | 1978 = 3561 visitor days & 5528 visitor nights | |
| | Manquam Falls | Squamish | Twin waterfalls on Manquam R. | Year round | | | | | ● | Not applicable | |
| | Stawanus Chief | Squamish | Granite monolith with rock climbing, hiking,good vistas | Spring - Fall | | | ● | | | Not applicable | |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | Inter-national | National | Provincial | Regional | Local |  |  |
| Lillooet Lake | - | - | --- | - | - | - | - | - | - | -- |  |
| Stein Ranges | - | - | --- | - | - | - | - | - | - | -- |  |
| Bute / Toba Inlets | - | - | --- | - | - | - | - | - | - | -- |  |
| Pacific Ranges | Heli-skiing | Upper Lillooet Valley | Heli-skiing on glaciers | Fall - Spring |  | ● |  |  |  | Not available |  |
| Pemberton / Cayoosh Ranges | - | - | --- | - | - | - | - | - | - | -- |  |
| Dickson Range / Carpenter Lake | Sport Fishing | Gold Ridge area | Fresh-water sport fishing in remote locations | Spring - Fall |  |  |  | ● |  | Not applicable |  |
| Lillooet / Upper Fraser | - | - | --- | - | - | - | - | - | - | -- |  |
| Fraser Canyon | Hell's Gate | Fraser River | Historic narrow 35 m. river channel, migrating salmon in fish ladders |  |  |  |  |  |  | Not applicable |  |
|  | Spirit Cove Hiking Trail | Yale | Hiking trail & cave |  |  |  |  |  | ● | Not applicable |  |
|  | Fraser River & Canyon | Fraser River | Wild & scenic river in canyon setting; river rafting trips | Year round<br>Rafting - Apr.- Oct. | ● |  |  |  |  | Rafting = not available (several companies) |  |
|  | Rockhounding | North Bend & Lytton | Jade deposits & other semi-precious stones | Summer & Fall |  |  | ● |  |  | Not applicable |  |
| Cascade Range | Hope Slide | 10 miles east of Hope | Site of massive landslide across highway route | Year round |  |  |  |  | ● | Not applicable |  |
|  | Rhododendron Flats | 16 km. east of slide | Unique area of "wild" rhododendrons in Manning Park | May/June |  |  |  |  |  | Not applicable |  |

## TOURISM ATTRACTIONS - NATURAL FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT.)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Manning Park | Hwy. 3 between Hope & Princeton | 71,400 ha.park of mountains; meadows & valleys; offers alpine skiing at Gibsons Pass, cross-country skiing, snowshoeing, hiking, alpine areas, nature house, canoeing & small boating | Year round especially Winter & Summer | | | | ● | | 1978 = 273,582 party days<br>28,130 party nights | |
| | Centennial Trail | Manning Park | Major hiking trail following mountain ranges | | | | | ● | | Not available | |
| Skagit Range | Skagit Valley Recreation Area | West of Manning Park | Backcountry recreation area, canoeing, hiking, camping & nature study, 32,577 ha. | Winter & Summer | | | | ● | | 1978 = 787 party nights | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| Fraser Lowland | VanDusen Botanical Garden | Vancouver | 22.5 ha. botanical garden with MacMillan Bloedel Place forest interpretive centre | Year round | | | | ● | | | |
| | S.S. Beaver | Vancouver | Replica paddlewheel steamer for harbour cruises and dance cruises | Year round | | | | ● | | | |
| | Queen Elizabeth Park & Bloedel Conservatory | Vancouver | Park with sunken garden created in quarry & climate controlled conservatory | Year round | | | | ● | | | |
| | U.B.C. Museum of Anthropology | Vancouver | Museum with fine Northwest Coast Indian artifacts, totem poles & major research section | Year round | | ● | | | | | |
| | University of British Columbia Campus | Vancouver | 404 ha. scenic wooded campus with rose gardens, vistas & drives, Nitobe Gardens & Museum of Anthropology | Year round | | | | | ● | | |
| | Nitobe Japanese Garden | Vancouver | Traditional Japanese Garden and Tea House,1 ha. in size | Year round | | | | ● | | | |
| | U.B.C. Botanical Garden | Vancouver | Botanical garden with emphasis on alpine & B.C. native plants; still under development | Year round | | | | | ● | Not applicable | |
| | Orpheum Theatre | Vancouver | Restored elaborate theatre; home of Vancouver Symphony Orchestra & has a Wurlitzer Console organ | Year round | | | | ● | | | |
| | Queen Elizabeth Playhouse | Vancouver | Home of Playhouse Theatre Company & other music, theatre and dance | Year round | | | | ● | | | |
| | Queen Elizabeth Theatre | Vancouver | Home of opera & out-of-town musical & dance companies | Year round | | | | ● | | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | Harbour Centre Observation Deck | Vancouver | Observation deck with external elevator at 40 floors; also film of city; dining area | Year round | | | | ● | | | |
| | Lion's Gate Bridge | Vancouver | Landmark bridge built 1938 | Year round | | ● | | | | Not applicable | |
| | Robsonstrasse | Vancouver | Specialty shopping area with European atmosphere | Year round | | | | | ● | Not applicable | |
| | Granville Mall | Vancouver | Pedestrian mall in heart of city | Year round | | | | | ● | Not applicable | |
| | British Columbia Museum of Medicine | Vancouver | Medical museum with medicine artifacts from various cultures and time periods | Year round | | | | | ● | | |
| | Gastown Steam Clock | Vancouver | World's first steam powered clock | Year round | | | | | ● | Not applicable | |
| | Vancouver Aquarium | Vancouver | Indoor public aquarium with outdoor pools & whale & dolphin "shows" | Year round | | ● | | | | Approximately 750,000 annually | |
| | Port of Vancouver | Vancouver | Major world seaport including Vanterm, Lynnterm, Centennial Pier; several vantage points | Year round | | | | ● | | Not applicable | |
| | B.C. Hydro Seabus | Vancouver | Unique catamaran-hulled ferries in harbour | Year round | | | | | ● | | |
| | Harbour Ferries Ltd. | Vancouver | Sternwheeler harbour cruise boating tours & picnic excursions to Indian Arm | June-Sept. & Charter | | | | ● | | | |
| | Gastown | Vancouver | Restored heritage area with shops & restaurants, 1880's | Year round | | | | | ● | Not applicable | |
| | Chinatown | Vancouver | Second largest Chinese community in North America | Year round | | | ● | | | Not applicable | |
| | H.R. MacMillan Planetarium | Vancouver | Planetarium theatre with 265 seats & galleries | Year round | | | | ● | | 1979 = 203,012 | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | Arts Club Theatre | Vancouver | Live theatre company | Year round | | | | ● | | | |
| | David Y.H. Lui Theatre | Vancouver | Local and touring theatre presentations | Year round | | | | ● | | | |
| | Vancouver East Cultural Centre | Vancouver | All-purpose performance space for theatre, music, dance and film | Year round | | | | ● | | | |
| | Malkin Bowl | Vancouver | Outdoor theatre in the park | Summer | | | | ● | | | |
| | Studio 58 | Vancouver | Intimate theatre with traditional & modern classics, comedies & musicals | Year round | | | | | ● | | |
| | Metro Theatre Centre | Vancouver | Amateur multi-cultural theatre | | | | | | ● | | |
| | Frederic Wood Theatre | Vancouver | Mixed season of professional & student work &summer stock | Year round | | | | | ● | | |
| | City Stage | Vancouver | Intimate theatre including lunch session | Year round | | | | | ● | | |
| | Centennial Museum | Vancouver | Museum of local history, anthropology & natural science | Year round | | | | ● | | 1979 = 196,220 | |
| | Vancouver Maritime Museum & St.Roch | Vancouver | Museum of B.C. naval memorabilia & site of RCMP St.Roch | Year round | | | | ● | | 1979 = 92,809 | |
| | Hastings Mill Store Museum | Vancouver | Local museum housed in Vancouver's first store & post office | June - mid Sept. | | | | | ● | | |
| | Pacific National Exhibiton Grounds | Vancouver | Site of fair & major sporting events: hockey, football & horse racing; also huge 3-D map of B.C. in B.C. Pavilion & B.C. Sports Hall of Fame & Museum | Various, depending on activity | | | | ● | | B.C. Pavilion(Map & Hall of Fame) = 100,000 approx. annually | |
| | Miniature Railway & Childrens' Zoo | Vancouver | Children's amusements in Stanley Park | Year round | | | | | ● | | |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | Vancouver Art Gallery | Vancouver | Art gallery with emphasis on 18th-20th century European & also Emily Carr paintings | Year round | | | ● | | | | |
| | Vancouver City Archives | Vancouver | Archives relating to history & development of Vancouver and Lower Mainland | Year round | | | | | ● | | |
| | Ukrainian Arts & Crafts Museum | Vancouver | Ukrainian folk art | By appt. | | | | | ● | | |
| | The Cowan Vertebrate Museum | Vancouver | Specialty museum: Vertebrates of Western Canada in U.B.C. Dept. of Zoology | Year round | | | | ● | | | |
| | Herbarium Museum | Vancouver | Specialty museum: plant specimens;at U.B.C. | Year round<br>By appt. | | | | ● | | | |
| | Spencer Entomological Museum | Vancouver | Specialty museum: insects of B.C.& adjacent area;at U.B.C. | Year round | | | | ● | | | |
| | M.Y. Williams Geological Museum | Vancouver | Specialty museum: geology at U.B.C., mineral collection & mounted dinosaur | Year round | | | | | ● | | |
| | Playland | Vancouver | ha. midway & amusement park in PNE Grounds | | | | | | ● | | |
| | Marine Drive Golf Club | Vancouver | Private 18-hole golf course; challenging course | | | | | ● | | | |
| | Granville Island | Vancouver | Unique redeveloped industrial area with farmers market, theatre, restaurants, & shops | Year round | | | | ● | | Not applicable | |
| | B.C. Sugar Museum | Vancouver | Specialty museum featuring history of sugar processing; film | Year round | | | | | ● | | |
| | Vancouver Brass Rubbing Centre | Vancouver | Displays and courses on techniques | Year round | | | | | ● | | |
| | Chinese Cultural Centre Museum | Vancouver | Museum of local Chinese heritage | | | | | | ● | | |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | University Golf Course | Vancouver | Provincial 18-hole golf course |  |  |  |  | ● |  |  |  |
|  | Point Grey Golf & Country Club | Vancouver | Private 18-hole golf course, challenging course |  |  |  |  | ● |  |  |  |
|  | Shaughnessy Golf & Country Club | Vancouver | Private 18-hole golf course, challenging course |  |  |  |  | ● |  |  |  |
|  | Langara Golf Course | Vancouver | Public 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Fraserview Golf Course | Vancouver | Public 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Musqueam Golf Centre | Vancouver | Public 18-hole golf course |  |  |  |  | ● |  |  |  |
|  | McCleery Golf Course | Vancouver | Public 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Queen Elizabeth Pitch & Putt | Vancouver | Public pitch & putt golf course |  |  |  |  |  | ● |  |  |
|  | Rupert Park Pitch & Putt | Vancouver | Public pitch & putt golf course |  |  |  |  |  | ● |  |  |
|  | Stanley Park Pitch & Putt | Vancouver | Public pitch & putt golf course |  |  |  |  |  | ● |  |  |
|  | University Endowment Lands | Vancouver | Public -hole golf course |  |  |  |  |  | ● |  |  |
|  | Capilano Suspension Bridge | North Vancouver | 137 m. suspension foot bridge over Capilano Canyon; illuminated at night in summer; established 1889 | Year round |  |  | ● |  |  |  |  |
|  | Cleveland Dam | North Vancouver | Reservoir area with hiking & picnicking & views | Year round |  |  |  |  | ● | Not applicable |  |
|  | Capilano Salmon Hatchery | North Vancouver | Salmon & steelhead trout hatchery; guided tours | Year round |  |  |  | ● |  |  |  |
|  | Grouse Mountain Superskyride | North Vancouver | Aerial tram up Grouse Mtn.; nature trail, Peak chair & refreshments at top & mountain coaster slide | Year round |  |  |  | ● |  |  |  |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | The Train Station | North Vancouver | Local museum in old train station | | | | | | ● | | |
| | Park & Tilford Gardens | North Vancouver | 1.2 ha, eight garden complex illuminated at night-summers | Year round | | | | ● | | | |
| | Presentation House/ Studio Theatre/ North Shore Museum and Archives | North Vancouver | Complex with art gallery, local history museum and studio theatre | Year round<br>Museum = Apr.-Nov. | | | | | ● | | |
| | The Royal Hudson | North Vancouver | Steam train excursion from N. Vancouver to Squamish & return | Mid May - Mid Sept. | | | ● | | | 1978 = 68,004<br>1979 = 66,509 | |
| | Maplewood Farm | North Vancouver | 1.6 - 2.0 ha farm with ponds streams, woods & farm animals and birds | Year round | | | | | ● | | |
| | Lions Golf Centre | North Vancouver | Public - Par 3 golf course | | | | | | ● | | |
| | Murdo Fraser Pitch & Putt Golf Course | North Vancouver | Public pitch & putt golf course | | | | | | ● | | |
| | Seymour Golf & Country Club | North Vancouver | Semi-private 18-hole golf course | | | | | ● | | | |
| | Capilano Golf & Country Club | West Vancouver | Private 18-hole golf course, challenging | | | | | ● | | | |
| | Gleneagles Golf Course | West Vancouver | Public 9-hole golf course | | | | | ● | | | |
| | Ambleside Pitch & Putt Golf Course | West Vancouver | Public pitch & putt golf course | | | | | | ● | | |
| | Burnaby Mountain Golf Course | Burnaby | Public 18-hole, 55.4 ha golf course | | | | | ● | | | |
| | Central Park Pitch & Putt Golf Course | Burnaby | Public pitch & putt golf course | | | | | | ● | | |
| | Kensington Park Pitch & Putt | Burnaby | Public putting course | | | | | | ● | | |
| | Holdom Golf Course | Burnaby | 18-hole, 23 acre golf course | | | | | | ● | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | Inter-national | National | Provincial | Regional | Local . |  |  |
|  | The Simon Fraser Gallery | Burnaby | Art gallery at S.F.U. | Year round |  |  |  |  | ● | Approx. 10,000 annually |  |
|  | Burnaby Mountain Park | Burnaby | Park with vistas, totem poles & trail system | Year round |  |  |  |  | ● |  |  |
|  | James Cowan Theatre | Burnaby | Mini-pro theatre productions | Spring & Summer |  |  |  |  | ● |  |  |
|  | Simon Fraser University Arts Centre | Burnaby | Theatre | Sept - May |  |  |  |  | ● |  |  |
|  | Simon Fraser University | Burnaby | Architecturally outstanding university on top of Burnaby Mtn; tours daily in summer & on weekends | Year round |  | ● |  |  |  |  |  |
|  | Heritage Village | Burnaby | 2.2 ha. re-creation of turn-of-the-century village; (theme park) enterable buildings, vaudeville show, miniature railway ride | July & Aug (daily & weekends Apr - June Sept - Oct |  |  |  | ● |  | 1978 (6 day week)= 94,981<br>1979 (5 day week)= 76,947 |  |
|  | Burnaby Art Gallery & Century Gardens | Burnaby | Art gallery housed in handsome 1909 house; 8.1 ha. sculpture/rhododendron garden | Year round |  |  |  | ● |  | 1978 = 42,000 (special Xmas Show)<br>1979 = 39,000 |  |
|  | Museum of Archaeology & Ethnology | Burnaby | Special purpose museum at S.F.U., Burnaby | Year round |  |  |  | ● |  | Opened Dec 10,1979 mid Dec/1979 - mid May/1980= approx. 15,000 - 16,000 |  |
|  | Quilchena Golf & Country Club | Richmond | Semi-private 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Richmond Country Club | Richmond | Private 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Mylora Golf Course Ltd. | Richmond | Public 18-hole par 57 golf course |  |  |  |  |  | ● |  |  |
|  | Steveston | Richmond | Typical West Coast fishing village community with Japanese heritage | Year round |  |  |  | ● |  |  |  |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Richmond Arts Centre | Richmond | Local history/art gallery | Year round | | | | | ● | Not applicable | |
| | B.C. Transportation Museum | Richmond | Provincial museum with transportation theme | | | | | | | | |
| | Steveston Museum | Steveston / Richmond | Local history museum & heritage post office | | | | | | ● | | |
| | Green Acres Golf Course | Richmond | Public 18-hole golf course | | | | | | ● | | |
| | Royal City Museum | New Westminster | Local history museum | | | | | | ● | | |
| | Irving House Historic Centre & Museum | New Westminster | Restored 1832 pioneer home with 14 rooms fully furnished and museum | May - Aug Weekends in Winter | | | | | ● | | |
| | Centennial Lacrosse Hall of Fame | New Westminster | Sport museum | | | | | | ● | | |
| | Museum of the Royal Westminster Regiment & Association | New Westminster | Regimental museum in 1894 gun room of Armoury | Year round | | | | | ● | | |
| | Cap's Cycle Museum | New Westminster | Cycle & automobile museum | Year round Tues - Sat | | | | | ● | | |
| | Farmer's Market | New Westminster | Established farmers market & artisan /craft area | Weekly | | | | | ● | | |
| | Golfacres Par 3 & 4 | New Westminster | Public | | | | | | ● | | |
| | Delta Museum & Archives | Delta | Local history museum with fishing industry emphasis; housed in original city hall | Year round | | | | | ● | | |
| | Ladner Fishing Wharves | Delta | Base of fishing vessels, viewing on River Road; purchase of fresh fish | Year round (esp. Sept to Mar) | | | | | ● | | |
| | Y & L Stables | Delta (Ladner) | Riding academy & rental horses | Year round | | | | | ● | | |
| | Beach Grove Stables | S. Delta | Rental stable with trail ride on Centennial Beach | | | | | | ● | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | International | National | Provincial | Regional | Local |  |  |
|  | Duncan's Trap Shooting Club | N. Delta | Trapshooting site | Year round (Sundays) |  |  |  |  | ● |  |  |
|  | Tsawwassen Golf & Country Club Ltd. | Delta | Public 18-hole golf course | Year round |  |  |  | ● |  |  |  |
|  | Beach Grove Golf Course | Delta (Tsawwaasen) | Semi-private 18-hole golf course | Year round |  |  |  |  | ● |  |  |
|  | Delta Golf Course Ltd. | Delta | Public 18-hole golf course |  |  |  |  |  | ● |  |  |
|  | Sunshine Hills Golf Course & Driving Range Ltd. | Delta (Ladner) | 12.1 ha, 18-hole par 3 golf course and driving range | Year round |  |  |  |  | ● |  |  |
|  | White Rock Playhouse Theatre | White Rock | Traditional theatre, comedy & musicals | Year round |  |  |  | ● |  |  |  |
|  | Nico - Wynd Golf Course | White Rock | Private 9-hole golf course |  |  |  |  |  | ● |  |  |
|  | White Rock Archives Museum & Art Centre | White Rock | Local museum in heritage railway station | Year round |  |  |  |  | ● |  |  |
|  | International Peace Arch Park | White Rock | Garden park with U.S.A. & Canada grounds; an area of International Territory | Year round esp. May - Oct. |  |  |  | ● |  |  |  |
|  | Semiahmoo Park | White Rock | Major beach park, swimming, concerts | Summer |  |  |  |  | ● |  |  |
|  | Redwood Park | White Rock | 23.9 ha. park with major evergreen collection | Year round |  |  |  |  | ● |  |  |
|  | Peace Portal Golf Course | Surrey near White Rock at International Boundary | Public 18-hole golf course, challenging course | Year round |  |  |  | ● |  |  |  |
|  | Hazelmere Golf Course & Tennis Club Ltd. | Surrey near White Rock | Public 18-hole golf course & tennis courts |  |  |  |  | ● |  |  |  |
|  | Riverside Golf Centre & Driving Range | Near White Rock | Public 9-hole par 3 golf course with lakes |  |  |  |  |  | ● |  |  |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature: Inter-national | National | Provincial | Regional | Local | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Alpine Riding Academy | Port Moody | Rental stable with trail rides of 1 hr. to overnight in duration | Year round | | | | ● | | | |
| | Andres Winery Tour | Port Moody | Weekday tours of winery | Year round | | | | | ● | | |
| | Port Moody Museum | Port Moody | Local museum with household effects, land-clearing and lumbering | Year round | | | | | ● | | |
| | Burke Mountain Riding Academy | Port Coquitlam | Rental stable with 1 & 2 hr. trail rides & day trips along Buntzen Lake; horse-driven hay rides | Year round especially Weekends | | | | ● | | | |
| | Carnoustie Golf Club | Port Coquitlam | Public 18-hole golf course | | | | | | ● | | |
| | Coquitlam District Museum | Coquitlam | Local museum | | | | | | ● | | |
| | Vancouver Golf Club | Coquitlam | Private 18-hole golf course; challenging course | | | | | ● | | | |
| | Westwood Racing Circuit | Coquitlam | 1.8 road-racing circuit of mountainside; variety of racing events | Spring, Summer & Fall Weekends | | | | ● | | | |
| | Poco Valley Golf & Country Club | Coquitlam | Semi-private 18-hole golf course | | | | | | ● | | |
| | Canada Games Swimming Pool | New Westminster | Only 65 m. indoor pool in B.C.; children's amusements | Year round | | | | | ● | | |
| | Children's Farm, Queens Park | New Westminster | Small children's farm with barnyard animals | June-Sept. | | | | | ● | 6,000 annually | |
| | The Garden of Friendship | New Westminster | 1 ha. park with Japanese theme and May Pole | Year round | | | | | ● | | |
| | Christ Church | Surrey | 1884 Anglican church, restored in 1958 | Year round | | | | | ● | | |
| | Guildford Golf Course | Surrey | Public -hole golf course | | | | | | ● | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | International | National | Provincial | Regional | Local | | |
| | Meridian Golf Course | Surrey | Par 3 golf course | | | | | | ● | | |
| | Circle A Horse Ranch | Surrey | | | | | | ● | | | |
| | Happy Horse Haven | Surrey | Rental stable with 202.3 ha of bush trails | | | | | ● | | | |
| | The Surrey Art Gallery/Centennial Arts Centre | Surrey | Art gallery with multi-media exhibits | Year round | | | | | ● | | |
| | The Glades | Surrey | Private 2 ha garden with azaleas, rhododendrons, lake and waterfall | May | | | | | ● | | |
| | Sunnyside Riding Stables | Surrey | Rental horses & trail rides in 97.1 ha. park | Year round | | | | ● | | | |
| | Surrey Centennial Museum | Surrey | Local history museum with pioneer cabin display (3rd largest museum in B.C.) | Year round | | | | | ● | | |
| | The Surrey Zoo | Surrey | Small private zoo with emphasis on B.C. wild animals | Year round | | | | | ● | | |
| | St. Michelle Wine Tour | Surrey | Tours of St. Michelle Winery (3 times daily) | Year round | | | | ● | | | |
| | Surrey Nursery | Surrey | 24.3 ha B.C. Forest Service Tree nursery | Summer | | | | | ● | | |
| | Surrey Golf Course Ltd. | Surrey | Public 18-hole golf course; challenging course | | | | | ● | | | |
| | Bear Creek Golf Course | Surrey | Par 3 golf course | | | | | | ● | | |
| | Crescent Heights Golf Course | Surrey | Par 3 golf course | | | | | | ● | | |
| | The Hollies Golf Course | Surrey | Par 3, 18-hole golf course set amid holly trees | | | | | | ● | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Newlands Golf and Country Club | Langley | Public 18-hole golf course | | | | | | ● | | |
| | Fort Langley Golf & Country Club | Langley | Public 18-hole par 71 golf course; challenging course | | | | | | ● | | |
| | Totem Race Track | Langley | Motorcycle racing track | Summer | | | | | ● | | |
| | B.C. Artificial Insemination Centre | Langley | Cattle breeding centre | Year round | | | | | ● | | |
| | Mink Farm Tours | Langley | Mink farm tours | Feb - Mar, June - Dec | | | | | ● | | |
| | Dairy Farm Tours | Langley | Dairy farm tours by individual farmers | Year round | | | | | ● | | |
| | Scenic Tour of Fraser Valley | Langley | Skyway Air Services air tours | | | | | ● | | | |
| | Langley Speedway | Langley | Stock car & Indianapolis-style automobile races | June - September | | | | ● | | | |
| | Potter Distilleries Ltd. | Langley | Clydsdale horses for 8-horse hitch | Year round | | | | | ● | | |
| | Big B Riding Stables | Aldergrove (Langley) | Rental stable | Year round | | | | | ● | | |
| | Painto Bar Ranch | Langley | Rental stable | Year round | | | | | ● | | |
| | Fort Langley National Historic Park | Fort Langley | Restored Hudsons Bay Company fort & museum, living displays | Year round | | | | ● | | 1978=approx. 72,000<br>1979=approx. 75,000 | |
| | British Columbia Farm Machinery Museum | Fort Langley | Museum with agricultural equipment theme | March - November | | | | ● | | | |
| | Vancouver Game Farm | Aldergrove (Langley) | 48.6 ha. game park with 150 animals & paddock settings; domestic pet corner & elephant rides | Year round | | | | | ● | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Langley Centennial Museum & National Exhibition Centre | Fort Langley | Local history museum with Indian & pioneer displays | Year round | | | | | ● | 1978 = 24,450<br>1979 = 28,850 | |
| | Pitt Meadows Museum | Pitt Meadows | | | | | | | ● | | |
| | Meadow Gardens Golf Course (1979) Ltd | Pitt Meadows | Public 18-hole scenic par 72 golf course | | | | | ● | | | |
| | Meadows Golf Centre | Pitt Meadows | Public par 3 golf course | | | | | | ● | | |
| | Pitt Meadows Golf Course | Pitt Meadows | Public 18-hole golf course set in 50.6 ha. | | | | ● | | | | |
| | Maple Ridge Museum | Haney | Local history museum | | | | | | ● | | |
| | Meadows Driving Range & Pitch & Putt Course | Haney | | | | | | | ● | | |
| | Mission Tree Farm | Mission | | | | | | | | | |
| | Mission Golf & Country Club | Mission | Private 9-hole golf course | | | | | | ● | | |
| | Westminster Abbey | Mission | Benedictine monastery, daily guided tours | Year round | | | | | ● | | |
| | Mission Raceway | Mission | Drag strip | Year round (Sundays) | | | | ● | | | |
| | Storyland Trails | Mission | 2 ha. wooded theme park with nursery rhymes settings and scale models | | | | | ● | | | |
| | Mission Museum | Mission | Local history museum with pioneer artifacts & antique farm machinery housed in 1910 building | Summer & weekends in Winter | | | | | ● | | |
| | Maple Ridge Golf Course | Maple Ridge | Public 9-hole rolling golf course | | | | | | ● | | |
| | Dyck's Dinosaur Park | West of Haney | Park with life-size models of dinosaurs | Spring to Fall | | | | | ● | | |

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Fraser Valley Trout Hatchery | Between Abbotsford & Sumas | Fish hatchery for trout, displays | | | | | ● | | | |
| | Matsqui - Sumas - Abbotsford Museum | Abbotsford | Local pioneer history museum Indian & natural history | Year round | | | | | ● | 1979 = 5,116 | |
| | Ledgeview Golf Club | Abbotsford | Public 18-hole golf course | | | | | | ● | | |
| | Canadian Forces Base | Sardis / Chilliwack | Tours of base | Year round | | | | | ● | | |
| | Flintstone's Bedrock City | Chilliwack area | ha. theme park with amusements, rides, picnic area & cartoon characters | Mid-May to mid-Oct; peak mid-June to mid-Sept. | | | | ● | | | |
| | Salish Weavers Shop | Sardis/ Chilliwack | Woven crafts based on art of Stalo Indians | Year round | | | | ● | | | |
| | Wells Centennial Museum | Chilliwack | Local history museum with Indian artifacts & pioneer displays;farm implements | February - November | | | | | ● | 1979 = 4,000 | |
| | Canadian Military Engineers Museum | Chilliwack | Military museum; guided tours | May - Sept & Sundays in Winter | | | | ● | | 1979 = 5,400 | |
| | Chilliwack Golf & Country Club | Chilliwack | Semi-private 18-hole golf course | | | | | | ● | | |
| | Meadowlands Golf & Country Club | Chilliwack | Public 18-hole par 70 golf course | | | | | | ● | | |
| | The Minter Gardens | Chilliwack | Garden complex with nine distinct gardens | April - October | | | | ● | | Opening April 1980 | |
| | Agricultural Research Centre | Aggasiz | ha. with arboretum and picnic area | | | | | | ● | | |
| Sunshine Coast | Elphinstone Pioneer Museum | Gibsons | Local museum with relics, Indian artifacts, sea-shell & mollusc collections | June-Aug.& Winter on Saturdays | | | | | ● | | |

Table title: TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature | | | | | Attendance | Key # |
| | | | | | Inter-national | National | Provincial | Regional | Local | | |
| | Village of Gibsons | Gibsons | Community used in CBC television program "The Beachcombers", tours of facilities | Year round | | | | | ● | | |
| | | | Plant guided tour | Weekly | | | | | ● | | |
| | Shell Museum | Sechelt | | | | | | ● | | | |
| | Air Tours | Vancouver to points on Sechelt coast | Tyee Airways tours | | | | | | ● | | |
| | Pulp Mill Tour | Port Mellon | Tour of pulp mill operated by Canadian Forest Prod. Ltd | | | | | | ● | | |
| | Sunshine Coast Golf & Country Club | Gibsons | Public 9-hole golf course | | | | ● | | | | |
| | Day Cruises | Sechelt | Day cruises to Jervis Inlet, Chatterbox Falls & Camp Malibu | Summer | | | | | ● | | |
| | Indian Administration Building | 1.6 km east of Sechelt | Indian band building with traditional wall paintings, carvings, wooden masks & other native crafts | Year round | | | | | ● | | |
| | Horseback Riding | Pender Harbour | Rental horses at local ranches | Summer | | | | | ● | | |
| | Whittaker House | Sechelt | Historical house | | | | | | ● | | |
| Powell River / Jervis Inlet | MacMillan Bloedel Ltd. Newsprint, Pulp & Lumber Mill | Powell River | Tour of one of world's largest Newsprint Mills, weekdays, twice daily | Mid May to August | | | | | ● | | |
| | Powell River Golf Course | Powell River | 18-hole, par 70 golf course | | | | | | ● | | |
| | Powell River Recreation Complex | Powell River | Major recreation complex with 700 seat theatre | | | | | ● | | | |
| | M.V. Jason | Powell River | Charter boat for scuba diving, fishing &marine studies | | | | | | | | |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature: International | National | Provincial | Regional | Local | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Powell River Historical Museum | Powell River | Local history museum with logging emphasis | Summer | | | | | ● | | |
| | Stock Car Racing Oval | Powell River | Stock car racing | Summer | | | | ● | | | |
| Vancouver Ranges | - | - | --- | - | - | - | - | - | - | --- | |
| Harrison Lake | Kilby Historic Park | Harrison Mills | 1902 general store and museum; provincial historic park; 12 ha; camping | Year round | | | | | ● | 1978 = 7,648 party days & 2,041 party nights | |
| | Weaver Creek Spawning Channel | Weaver Creek | Spawning channel | Sept -Nov | | | | ● | | | |
| | Harrison - Agassiz Golf Course | Harrison Hot Springs | Public 9-hole golf course | | | | | | ● | | |
| | Harrison Hot Springs | Harrison Hot Chief | Public hot spring swimming pool and private pools in resort complex | Year round | | | ● | | | | |
| Whistler / Garibaldi Park | B.C. Museum of Mining | Britannia Beach | Mining museum with escorted underground train tour; tour of former giant Anaconda mill; gold panning | Mid- May to early September | | | | ● | | 1978 = 39,000<br>1979 = 45,000 | |
| | Carling O'Keefe Logging Museum | Shannon Falls/ Squamish | Outdoor museum featuring old logging equipment including engines, waterwheel | Year round | | | | | ● | | |
| | Squamish Valley Golf & Country Club | Brakendale / Squamish | Private 18-hole golf course | | | | | ● | | | |
| | Garibaldi Air Tours | Squamish Airport | Small plane scenic tours of icefields behind Whistler/ Coast Mountains | Summer | | ● | | | | | |
| | Weldwood Sawmill Tours | Squamish | | | | | | | | | |

TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature: Inter-national | Class of Feature: National | Class of Feature: Provincial | Class of Feature: Regional | Class of Feature: Local | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Squamish Museum | Squamish | Local museum in old "Brightbill" house | June - September | | | | | ● | | |
| | Rainbow Rides | Whistler | Trail rides in the mountains sleigh rides in winter | Summer | | | | ● | | | |
| | Garibaldi Lifts Gondola & Red Chairlifts | Whistler | Chair lift rides to alpine areas | Summer, Sundays | | | | ● | | | |
| | Whistler Golf Course | Whistler | 9-hole, par 28 golf course | Summer | | | | ● | | | |
| Lillooet Lake | - | - | --- | - | - | - | - | - | - | --- | |
| Stein Ranges | - | - | --- | - | - | - | - | - | - | --- | |
| Bute / Toba Inlets | - | - | --- | - | - | - | - | - | - | --- | |
| Pacific Ranges | - | - | --- | - | - | - | - | - | - | --- | |
| Pemberton / Cayoosh Ranges | Duffy Lake Road | Between Pemberton & Lillooet | Scenic back road tour | Summer & Fall | | | | ● | | | |
| Dickson Range / Carpenter Lake | Mine Site | Bralorne | Tour of mine | | | | | | ● | | |
| Lillooet / Upper Fraser | Seton Lake Salmon Spawning Channels | Lillooet | Salmon spawning channels | Sept -Nov | | | | | ● | | |
| | Lillooet Musuem | Lillooet | Local history museum | May - Oct | | | | | ● | | |
| | Hangman's Tree | Lillooet | Historic hanging tree | Year round | | | | | ● | | |
| | Mile 0 Cairn / Cariboo Road | Lillooet | Commencement point of historic Cariboo Road | Year round | | | | | ● | | |
| Fraser Canyon | Boston Bar Cable Car | Boston Bar | Single car, aerial tram spanning Fraser River | Year round | | | | | ● | | |
| | Ranch Zoo | Boston Bar | | | | | | | | | |
| | Hell's Gate Fish Ladders | Yale | Giant concrete fishways for salmon; exhibition area & film display | Year round | | | | | | | |

## TOURISM ATTRACTIONS - MAN-MADE FEATURES - SOUTHWESTERN BRITISH COLUMBIA REGION - 1980 (CONT)

| Landscape Unit | Name of Feature | Location | Type of Feature | Season | Class of Feature |  |  |  |  | Attendance | Key # |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  | Inter-national | National | Provincial | Regional | Local |  |  |
|  | Hell's Gate Airtram | Yale | Incline cable tram which descends 151 m. into canyon and across the river | April to October |  | ● |  |  |  |  |  |
|  | Pioneer Cemetary | Yale | Graveyard from 1850 | Year round |  |  |  |  | ● |  |  |
|  | St. John's The Divine | Yale | Oldest church on mainland B.C., built 1859 |  |  |  |  |  | ● |  |  |
| Cascade Range | Hope Museum | Hope | Local history museum with Indian artifacts & pioneer equipment | Mid May - mid-Sept. |  |  |  |  | ● |  |  |
|  | Hope Golf & Country Club | Hope | Semi-public 9-hole golf course |  |  |  |  | ● |  |  |  |
| Skagit Range | - | - | --- | - | - | - | - | - | - | - |  |

# APPENDIX 3

## EVALUATION MATRIX - CRITERIA FOR RANKING

The following criteria has been developed and tested for use in evaluating characteristics and features within the landscape/planning units for their tourism potential. As noted there are four (4) categories (rankings) that can be applied to each feature according to the assessment of the resource. The descriptions of each ranking are as follows:

3 High Quality and/or abundance of the resource that has strong capability to interest or attract tourists or to support tourism development.

2 Moderate quality and/or quantity of the resource (notable but not exceptional) that has the capacity to interest or attract tourists or to support tourism development.

1 Average to low quality and/or quantity of the resource that has little capability to interest or attract other than local tourists or with low capability to support tourism development.

0 Resources are negligible or absent.

# APPENDIX 4

## REGIONAL AND LOCAL POLICY STATEMENTS RELATED TO TOURISM

The following are excerpts from the major regional and local planning documents now in effect in the Southwestern British Columbia Tourism Region. These excerpts illustrate the current positions that local governments have taken with regard to tourism development and related topics such as transportation, recreation, scenic vistas and special resort status as in Whistler and Harrison Hot Springs. These statements are necessary for an appreciation of local concerns and some of the planning controls which could affect implementation.

## A. Official Regional Plan, Regional District of Comox-Strathcona, March 1977, reprinted September 1979

PART ONE - ADMINISTRATION

B. PLANNING GOALS:

1. To conserve the resources of the region particularly those which are non-renewable and including land with its intrinsic value to human activity, flora and fauna.
2. To ensure that land is used wisely in accord with its physical capability and responsive to environmental constraints, and to preserve in a natural state those areas which are environmentally significant or unique.
9. To provide for resident and tourist recreation sites in locations deemed appropriate and capable of supporting the necessary facilities.

C. GENERAL PROVISIONS:

- MISCELLANEOUS COMMERCIAL POLICIES

1. Commercial recreation uses including for example campgrounds, resorts, motels, drive-in theatres, may be permitted in any area of the region, but where deem appropriate shall be limited in extent, or restricted to ensure environmental safeguards, retention of significant vegetation, and minimization of traffic hazards. Such restrictions may be applied through development permits, restrictive covenants, or other means.

## B. Official Regional Plan 1979-1989, By-Law No.77, Powell River Regional District, 1979

IV. LAND USE POLICIES

A. RESOURCE LANDS

1. Economic Resources

c. Agriculture and Fisheries Areas

Policy #9

PROTECT OKEOVER/MALASPINA INLET WATERS AND THEIR UPLANDS FROM CONFLICTING USES AS FOLLOWS:
(b) ENSURE THAT OKEOVER AND ADJACENT INLETS CONTINUE TO BE AVAILABLE FOR RECREATIONAL BOATING AT THE PRESENT LEVEL OF USAGE. DISCOURAGE DEVELOPMENTS WHICH WILL TEND TO RAISE THIS LEVEL DRAMATICALLY.

2. Social Resources

d. Recreational Lands

Up to the present, the need for additional designated recreational lands has not been felt to be pressing in the District. Local planning efforts have focused on reserving large tracts of land for productive and protective forestry use, thus fulfilling the need for passive recreation and wildlife protection.

Local entrepreneurs have recently taken a more aggressive attitude towards tourist promotion. This plan applauds their endeavours to support local economy and adopts the following policies towards this industry:

Policy #30
THAT THE CONTROLLED GROWTH OF TOURISM IN THE REGION BE ENCOURAGED PROVIDED THAT:
(A) IT DOES NOT IMPINGE DRASTICALLY ON THE LOCAL LIFESTYLE,
(B) IT DOES NOT CONFLICT WITH PRE-EXISTING INDUSTRY IN THE AREA.

Policy #31
THAT, SINCE THE MAJOR IMPACT OF TOURISM WILL BE FELT ON THE RURAL LANDS OF THE DISTRICT WHILE ITS MONETARY BENEFITS WILL MOSTLY BE REAPED BY MUNICIPAL RESIDENTS, IT IS IMPERATIVE THAT ADEQUATE RURAL REPRESENTATION BE ASSURED ON ANY GROUP, WHETHER GOVERNMENT-SPONSORED OR NOT, WHOSE MANDATE IS TO PROMOTE TOURISM LOCALLY.

Policy #32
THAT, RECOGNIZING THAT RECREATION IN THE REGION WILL BE PRIMARILY WATER-BASED, THE PLAN DIRECTS THAT THE LANDS AND WATERS SHOWN ON THE MAP FOLLOWING BE SURVEYED IN DETAIL, WITH A VIEW TO ASSIGNING SPECIFIC SITES WITHIN THESE AREAS FOR ACTIVE RECREATIONAL USES.

Policy #33
THAT, TO AVOID CONFLICT BETWEEN WATER-BASED RECREATION AND AQUA-CULTURE, AREAS OF HIGH AQUACULTURAL POTENTIAL BE PROTECTED.

B. SETTLEMENT LANDS

1. Non-residential Use
b. Transportation

(i) Extra-Regional

Policy #41
(SEEK) THE REDUCTION OF FERRY RATES AND IMPROVE THE COORDINATION OF FERRY SCHEDULES OPERATED IN THIS REGION BY THE B.C. FERRY CORPORATION AND THE MINISTRY OF TRANSPORTATION, COMMUNICATIONS AND HIGHWAYS

Policy #43
ENSURE THE UPGRADING OF EXISTING AIRPORT FACILITIES

(ii) Intra-Regional
No major highway development is foreseen during the lifespan of the Regional Plan. The Community Plan for the municipality suggests realignment of Highway 101, with Manson Avenue serving as the main access route to the town.

A ring road from Lund serving the western coast is possible, depending on the rate of development in this area.

## C. Draft Regional Parks Plan, Powell River Regional District, 1980

In anticipation of the finished document, the planning department has drawn up the enclosed list of projects for immediate consideration:
- Saltery Bay Boat Launching Ramp,
- Extension of Saltery Bay Provincial Park,
- Re-location of Haslam Lake Reg. Park,
- Sani-Station Prideaux Haven (Desolation Sound),
- Harwood Pt. Park Extension, and
- Campground & launching ramp and alternative to Okeover Prov. Park.

## D. Sunshine Coast Regional District Official Regional Plan, 1980 - Draft

### GOALS AND POLICIES

GOAL

2. TO ENHANCE THE ECONOMIC BASE OF THE SUNSHINE COAST IN SUCH A MANNER THAT INFRINGEMENT DOES NOT OCCUR ON THE SOCIAL, ENVIRONMENTAL OR RESIDENTIAL CHARACTER SOUGHT FOR THE REGION.

The distribution of land resources in the region allows for the segregation of various types of land use in compatible groups and provides for the development of industry, commerce and commercial recreation. . . . .

POLICIES

2.5 AREAS FOR THE ACCOMMODATION OF RECREATIONAL VEHICLES, RECREATIONAL COTTAGES AND/OR COMMERCIAL COTTAGE ACTIVITIES SHOULD BE DESIGNATED.

It is recognized that the use of travel trailers as residences is not desirable within residential areas but appropriate lands could be designated for strictly recreational or temporary use. Such development should be done in a way that minimizes disruption to local residents.

GOAL

3. TO PROTECT THE NATURAL ENVIRONMENT AND MAINTAIN THE BEAUTY OF THE REGION.

Environmental quality of this area is one of our major attractions. The Board will plan development in a way to preserve the quality of air and water resources, conserve open space, protect natural features, preserve wildlife resources and preserve capable agricultural soils and forest lands for crop production. The Board will attempt to control pollutants to allow efficient utilization of the resources in a way that will not destroy recreation benefits.

3.4 THE SCENIC AND RECREATIONAL VALUES OF THE AREA WILL BE RETAINED AND ENHANCED BY CAREFUL LAND USE DESIGN.

A carefully constructed regional park system is to be designed to be compatible with the development pattern laid out in the Regional Plan. Various levels of community use should be identified and designated for public land within the region.

A green strip should be retained on all Crown waterfront land when leases are granted. Public access points to the waterfront should be clearly marked and available for use. Sewage pump-out stations for marinas are desirable.

Programs for non-vehicular recreation are to be encouraged. A bicycle system and a youth hostel system co-ordinated throughout the region are to actively pursued.

Use of foreshore lands should be regulated and zoned to be compatible with other land uses.

### AREA DEVELOPMENT POLICIES

2. Commercial Areas

b) Tourist Commercial

The Regional District can offer commercial tourist services to the large population outside of local residents. These areas will be located in response to natural features and opportunity. It is not possible to designate all potential areas therefore felxibility in the land use pattern must be maintained.

(1) The development of tourist commercial areas should provide for possible future expansion at one site. That type of servicing will reinforce the viability of commercial development.
(2) The services offered are not to conflict with the development of core commercial areas. All commercial activity is to be supportive of tourist use only.
(3) Water recreation facilities are to be supported by commercial tourist facilities in a way compatible to adjacent land uses. Where traffic and use is to be encouraged, there must be adequate servicing for roads, parking, sewer and water supply so as not to create a cost for surrounding residential or rural areas.

5. Recreation Areas

a) Regional Parks

These areas will provide public access to passive outdoor recreation while preserving natural resources for environmental, historic, or cultural values.

(1) A comprehensive Regional Park Plan should be developed through-out the Regional District to ensure that all residents have access to such facilities.

c) Green Belt Areas

Green Belt areas reinforce the limits of residential, commercial or industrial development and create a buffer which may act as a transition between land use or provide for preservation in perpetuity of areas of special scenic value.

### RESOURCE MANAGEMENT

The Regional District should be informed by appropriate Provincial Government ministries of any new resource activities and should have an opportunity to review all development plans or permits. All resource extractive industries shall provide adequate means of protecting fish, wildlife, natural water courses and scenic environmental quality in accordance with provincial regulations.

3) Water Resources

Maximum use, protection and enjoyment of aquatic areas will require the establishment of planning and management guidelines. Water is to be managed as a limiting resource, a factor on which expansion of the regions population and other activities such as agriculture, fishing, industrial development, recreation and tourism will be dependent. The most efficient method of supplying water is through a central system.

5) Coastal Management

There are in total approximately 800 kilimetres of marine shore in the Sunshine Coast Regional District. This natural feature, more than any other, dominates the Regional District landscape. Every municipality and electoral area contains marine shores characterized by sea bluffs, scarce sand beaches, salt marshes or inlets susceptible to pollution.

Such a setting has provided an unsurpassed environment for living, with high aesthetic appeal and varied recreational opportunities. The natural beauty of the coastal area has been largely responsible for attracting tourists and determining the existing settlement pattern.

In recent years problems have emerged from the conflict between the natural processes that continually shape the shore and the human activity of land development.

The Regional District will work in a co-ordinated manner with the multitude of agencies at the federal, provincial and local levels to avoid such future coastal resource conflicts and will endeavour in the long term to draft a coastal management program.

## E. The Policy of the Islands Trust, The Islands Trust, August 1975

### Recreation

The development of a well planned and integrated recreational system in the islands is a major concern of the Trust. It intends to encourage the kind of recreational activities that have the least impact on the natural environment of the islands. For example, most marine activities, wilderness parks, hiking trails, riding and bicycle paths are generally preferable to scenic drives and road-based camp-grounds, but the need for provision of facilities for all ages and types of people must be recognized. It is expected that plans will provide for the recreational and cultural needs of both local residents and visitors, often in separate and distinct areas and facilities. Multi-use of facilities such as community schools is to be encouraged.

Shoreline areas are a major recreational resource of the islands. Therefore, increased public access to beach and other shoreline areas should be provided but overuse or abuse must be prevented.

Sophisticated overnight accommodation or intensive recreational use on some islands may have to be discouraged or limited where the size or character of the island is such that significant impairment of the environment might result. However, the Trust believes it has a responsibility to make it possible for many people to share, even for short periods,the pleasures of an "island experience" . . .

### SUMMARY

The basic elements of Trust policy are:

(a) Recognition that the islands are a resource of national importance but of finite size, justifying provincial as well as local interest in how they are used and provincial and local regulations for their protection.
(b) Provision of as varied recreational opportunity and experience as the islands are able to offer, now and in the future, including a range of holiday accommodation and facilities.
(c) Retention of the native flora and fauna and both unique and typical island scenery; and recognition that some areas are too fragile for any intensive use and must be protected by creation of reserves.
(d) Establishment of a pattern of land use which will allow needed and reasonable development in the present but which will at the same time preserve land from alienation, so that future generations will have the opportunity to make their own choices and decisions.
(e) Development of the islands only in ways which are in sympathy with the landscape and which make the most of each site's natural characteristics.
(f) Recognition that the islands are first of all an existing community of people, and the welfare of those people, and those who join them and come after them, must always be a primary concern of the Trust.

## F. Brief to be Presented to the British Columbia Tourism Forum by Mr. John Rich, Chairman of the Islands Trust, December 6, 1979

### SOME PRINCIPLES FOR VISITORS

1) Visitors who appreciate the natural and rural qualities of the islands and wish to preserve them are welcomed in numbers which will not materially deplete the environment.
2) Low impact recreation such as hiking or canoeing is more acceptable than more disruptive or noisy activities.
3) Visitors who seek out the Islands as a place to visit are more likely to be sympathetic to the island philosophies than the persons enticed by hard sell campaigns. The emphasis should be on welcome without promotion.
4) Facilities for visitors should be small scale to be in keeping with the rural communities and the intimate scale of the landscape. Hilton Hotels and massive "parking lot" marinas are out of place.
5) A number of islands recognize a special type of visitor: the relatives or friends of residents. Many zoning by-laws permit a guest cottage for visitors in addition to a house on larger lots.
6) Provincial Parks are a major attraction for visitors. There are already 24 parks totalling 1,750 ha. in the Trust Area. New parks are needed and will best be located on smaller uninhabited islands where the recreationalist can have more freedom and an experience closer to the wilderness. Potential frictions with residents are avoided.
7) It is appreciated that fishing including the taking of shellfish and scuba diving provides recreation for visitors. It is necessary, however, to monitor marine life and its habitat so that appropriate steps can be taken if undue depletion is occurring.

## G. The Resort Municipality of Whistler Official Community Plan, 1976

### 2.0 STATEMENT OF PRINCIPLE AND OVERALL GOAL

The general principle of this plan is that:
Recreation is recognized as the Resort Municipality of Whistler's prime resource;
and the overall goal is that:
The Community Plan should provide for the best use of this resource for the most people at the least cost.
Costs here include social, environmental and dollar costs to both the local community and the province.

### 4.0 POLICIES TO ACHIEVE COMMUNITY DEVELOPMENT OBJECTIVES

4.2 Policies to provide for the year-round recreation needs of residents and visitors.

4.2.1 The Municipality should promote the establishment of camping facilities at appropriate locations for vehicle campers and trail campers.
4.2.2 The Municipality should actively promote the development of convention, cultural, and educational facilities, attractive to summer uses but designed and located so as to function for winter use.
4.2.3 Private owners should be encouraged to dedicate waterfront and trail rights-of-way through various incentive programs such as land tax reductions, user fees, or additional development rights.

4.3 Policies to provide a stable year-round economy for the valley.

4.3.4 Uses contributory to the functioning of Whistler Municipality as a resort should be encouraged through incentives such as: the reservation of central sites for such uses and attractive land use contracts for such uses.
4.3.5 Accommodation for public use (hostels, hotels, short term rental units) should be encouraged to lead to a more equal split between public and private accommodation so as to minimize fluctuations in the use of facilities -- both on a weekend/mid-week basis and a summer/winter basis.

4.4 Policies to encourage commercial and residential facilities ancillary to recreational activity up to but not exceeding a level suitable to serve the recreation resource.

4.4.1 A range of accommodation types is to be encouraged related to the needs of the residents of and visitors to the Whistler area.
4.4.2 Zoning and land use contracts should be restricted so as to provide residential and commercial facilities ancillary to the recreation resource, only up to the capacity of the skiing facilities as developed in the short and long term period, that is to serve 11,500 skiers and associated population in the short term (1976-1986) and 18,000 skiers and associated population in the longer term. Associated population is not expected to exceed 25% of the skier population but should be re-estimated as development proceeds.

4.5 Policies to ensure that development in the municipality preserves the view and is in keeping with the natural landscape.

4.5.1 The design of buildings, signs, roads, services and other man-made features is to be of high aesthetic quality and to be in harmony with the special character and landscape of the Whistler Mountain Area.

4.6 Policies to limit development of the recreation resource and the provision of ancillary services to a high level which will not overload the access highway and rail link.

4.6.1 Zoning and land use contracts should be restricted so as to provide residential and commercial facilities ancillary to the recreation resources only up to the capacity of the transportation systems entering the valley. This capacity should be calculated from time to time on the basis of traffic congestion, changing patterns of travel, and scheduled improvements to the railroad and Highway 99.

4.9 Policies to encourage private investments in the development of recreational and ancillary facilities.

4.9.1 The municipality should work to ensure an ample supply of suitable development land to meet the needs at each development stage by encouraging the Crown to introduce suitable Crown lands onto the market, and by expediting land use contracts and/or rezonings for development on public or private lands in accord with the policies of this plan.
4.9.2 The municipality should cooperate with the province and Chamber of Commerce to promote the winter and summer recreational resources of the valley.

5.0 SHORT TERM PERSPECTIVE

In the Short Term (1976-1986) the slopes of Whistler and Blackcomb Mountains could be developed to a carrying capacity of 11,500 skiers per day. This capacity would be reflected in a total municipal day population -- including residents and visitors -- of 14,500 persons. It should be noted that this capacity is in excess of the present Highway 99 capacity, but the difference is small enough that improvements on the highway and changes in the travelling habits of skiers will probably remove the significance of the highway as a limiting factor in Whistler growth in the short term.

The overall goal of this plan is to provide for the best use of the municipality's recreational resources for the most people at the least cost. Cost is to be determined in social, environmental and dollar terms. The various studies of Whistler have agreed that the way to do this is to make the valley an attractive week-round, year-round resort. To achieve this end, certain conditions must be met. First, the facilities to attract the resort clientel must be built -- the plan should encourage such development. Second, the facilities must be located in such a pattern that they are convenient and pleasant to use. The experience at other ski resorts has been that convenience comes from the proximity of all facilities close to the ski slopes. This plan therefore favours the development of the Gondola Area -- to the limited capacities of that lift -- and the creation of a new Town Centre within easy walking distance of the Whistler Northside and Blackcomb Mountains. . . . .

. . . .
The present "second home" nature of the majority of Whistler accommodation can only work against the development of a strong local tourist-service industry and against the development of good commercial services for "second home" owners themselves.

6.0 LONG TERM PERSPECTIVE

In the Long Term, development around the Town Centre will continue. The Gondola Area will probably have been built to capacity during the Short Term period. The Town Centre growth will continue to press for a higher proportion of rental accommodation to private accommodation.

At the time of drafting of this plan an ultimate capacity of 18,000 skiers is envisioned for the valley. This would result in a total day-population of some 24,000 persons. This population may shift upward with the development of strong commercial facilities and non-ski recreational potential in the valley.

In the Long Term the capacities of Highway 99 could pose a barrier to growth. On the other hand, changing travel habits by skiers and additional overnight facilities in the municipality could alter the significance of the present low capacity of the Highway. If such changes do not occur, the ski slope capacity would not be met.

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## H. Village of Pemberton, B.C., Official Community Plan, November 1979, Volume 1, T. John Connelly & Associates Ltd.

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SECTION 1: SUMMARY OF GOALS AND OBJECTIVES
1.4 Summary of Plan Objectives

17. To encourage the tourist and small business ventures in the Village and the Pemberton Valley.
19. To encourage tourism and small business promotion via a local committee or Chamber of Commerce approach and a continuing dialogue with provincial agencies responsible for these tasks.
21. The need to upgrade the bridge structure over the Lillooet River to take increased traffic flow expected from the south & Lillooet.

SECTION 6: HIGHWAY & TOURIST COMMERCIAL
6.1 Current Situation

. . . .
If growth of the Tourist Industry occurs as expected these sites, able to be serviced by community water and sewer and provided with efficient access from the highway system, should be able to meet the needs of the entire valley for some considerable time span. The Official Community Plan Map has recognized this need.

6.2 Definition:

The purpose of this land is to ensure orderly development of amenities and services for the travelling public which is oriented toward vehicular use.

6.3 Problems Identified:

(a) Insufficient highway commercial outlets e.g. motel, restaurants, gas station.
(b) Flood proofing requirements (cost).
(c) Insufficient through traffic to warrant the development expenditures for suitable highway commercial at this time.
(d) The Village needs the added tax base produced by this type of land use.
(e) Do we have sufficient lands to meet future highway commercial needs?

6.4 Policies:

It shall be the policy of Council to:

(c) Discourage through the Squamish Lillooet Regional District Planning Process further highway commercial ribbon development in the Pemberton Valley.
(d) See that Highway Commercial Uses utilize community sewer and water services.

SECTION 16: ENVIRONMENTAL QUALITY
16.1 Existing Situation:

. . . .
The natural beauty of the Pemberton Valley should not be destroyed by ugly man-made structures, development should be in harmony with, and complementary to, the aesthetic quality of the area and its surroundings.

**In the past numerous easements for electric power have bisected the Valley and it is hoped that B.C. Hydro & Power Authority will with its new approaches on environmental impact, locate future power lines where (they do) not injure the aesthetic** beauty of the Valley.

. . . . .

16.2 Policy.

It shall be the policy of Council to

(a) Keep a watchful eye on any developments which might affect or destroy the environmental quality of the Pemberton Valley. In the event something occurs or is proposed to occur which affects the status quo then the appropriate regulatory bodies will be contacted.

SECTION 21 SUGGESTED STRATEGIES

| Provincial Ministries (B.C.) | Action to be taken. |
|---|---|
| 6. Ministry of Economic Development | - **Advise the Minister that $250 million could be expended in the Resort Municipality of Whistler in the next 5 to 7 year time frame and a spin-off economic effect could occur in Pemberton as a result of this expenditure.** Seek **financial assistance or Ministry to investigate the economic realities of the situation.** |

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## I. Village of Pemberton, B.C., Official Community Plan, November 1979, Volume 2, T. John Connelly & Associates Ltd.

**SECTION 4** ECONOMIC BASE

4.7 Tourism

Tourism is rapidly becoming one of the **major industires in British Columbia.**

As the population of the Lower **Mainland and Vancouver increases, areas** such as **Pemberton and the Valley will** be sought by tourists.

This area has a lot to offer, picnicking, **mountain climbing**, cross-country skiing, **hiking and walking trails**, fishing, magnificent scenery and lakes, horseback riding, **historic sites** and a host of other interesting recreational opportunities. Other possibilities which might occur in the **area are hot springs at Meager Mountain and a proposed Ski and Tennis Resort** adjacent to the Lillooet River.

Given the natural facilities already **available, Pemberton can complement the tourist atmosphere by providing the services expected** by the tourists e.g. accommodation, **goods and services** such as restaurants etc.

The Village will be affected by the **development of the high quality ski facilities in the Resort Municipality of Whistler.**

**Another** important aspect is the improvement to the **Duffy Lake Road to Lillooet. This could see daily or weekend round trips from Vancouver** by Lower Mainland Residents **many of whom have never seen Whistler, Garibaldi, Pemberton or Lillooet.**

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## J. Village of Lillooet, Official Community Plan, January 1980 - Draft

**PART II - FUTURE LAND USE AND DEVELOPMENT**

2.1 Assumptions
- The Village will become a major tourist centre along the "Nugget Corridor" route.
- Funds will be available from provincial and federal governments to assist with public facilities and services necessary to **accommodate** increased tourism.

2.4 Achieving Economic Objectives

2.42 Background

(b) Tourism

Tourism has proved to be a major source of revenue for many B.C. Communities. Lillooet has several important prerequisites for attracting tourists, fine scenery is always an attraction and so is historical interest. In addition, strategic location on a well-used route is important. Food, lodging, local shopping for supplies, for gas, opportunities to view objects or structures of particular interest and take trail rides, are all required at some point by tourists. Even brief stopovers can mean business.

In this regard it is expected that studies currently being prepared through the Provincial/Federal travel industry development subsidiary agreement will indicate that the Lillooet area be a focus for resource oriented tourist facility development along the "Nugget Corridor".

Tourism appears to be the only **other major potential for economic growth in Lillooet after the current Evans Products** expansion expected in the 1980's.

**2.43 POLICY D - Strengthen and Improve Main Street**

**Require new commercial and tourist facilities to locate along Main Street in, or adjacent to, the Village downtown core area and encourage those already there to remain.**

**In order to reinforce the role of the downtown as a special tourist and commercial centre, the Village merchant community must recognize the need for concerted effort on the part of all its members and should agree on strategy for the future. The present gaps should be filled as soon as possible. To support this policy, revitalization should take place the entire length of Main Street from the existing train station to the new shopping plaza and should include not only infill but also visual and amenity improvements. This is also dealt with under 2.47 and 2.48.**

**While the priority is to upgrade the core area from the Museum at 8th Avenue to 6th Avenue, the adjacent areas along Main Street should be similarly upgraded. Main Street improvement, including better sidewalks, street benches, shade trees and suitable street lighting, could extend south to the old train station and north to include the Old Mill Plaza. Plaza shop owners have expressed interest in renovating the facade of the new shopping centre to a historic theme.**

**In addition to new commercial facilities along Main Street, there will likely be the need for one or two new hotel/motels in the early 1980's. These tourist facilities should be required to locate along Main Street.**

**2.57 POLICY M - Reserve Village Dump**

**Reserve the current dump site for future park use and request the Provincial Government to study the need for future camping facilities in the Lillooet area.**

**With the proposed increase in tourist traffic, there will be a need for additional camping facilities in the Lillooet area. A possible site has been identified one kilometer east of Seton Lake.**

PART III - MANAGEMENT

3.1 Political Structure
3.11 Background
3.14 POLICY Q - Financial Assistance

Press Federal and Provincial Governments to recognize the need for major financial assistance with the upgrading of Main Street and the core historical area of Lillooet.

Fiscal analysis prepared as background to this document clearly indicates that considerable long-term financial assistance will be required to upgrade the downtown core of Lillooet and build much needed recreation facilities. For several years there hase been provincial funding to assist with recreation facilities and improvements to basic engineering services. The Heritage Conservation Act (1977) is the most recent provincial legislation to encourage protection of heritage resources and more recently through the Ministry of Municipal Affairs, a program has been announced aimed at revitalizing main streets of older municipalities.

. . . . . .

A possibility for other funds is the Travel Industry Development subsidiary agreement administered through the Provincial Ministry of Economic Development. A recent provincial tourism study has designated Lillooet as an area to encourage the development of high quality tourism resource opportunities primarily for scenic touring, warm and cold weather outdoor recreation, boating, fishing and other outdoor activities including appreciation of historic and cultural attractions. A tourist terminus is needed at Lillooet as part of the "Nugget Corridor" route from Vancouver through Whistler, Lillooet, Harrison Hot Springs and the Fraser Canyon.

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K. Draft - Plan For The Lower Mainland of British Columbia, Technical Liaison Committee of the Lower Mainland Official Regional District Update (Ministry of Municipal Affairs, Central Fraser Valley Regional District, Dewdney-Alouette Regional District, Greater Vancouver Regional District, and Regional District of Fraser-Cheam).

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PART I - INTRODUCTION

GROWING DEMAND FOR RECREATION AND OPEN SPACE

The parks, wilderness and other recreation spaces have always been one of the Lower Mainland's most attractive features. In the future the leisure activities of the Lower Mainland's residents will place everincreasing demands on these ecologically sensitive assets and outdoor recreation spaces. Established recreation and park areas will experience a large increase in use. If protective action is not taken, increased competition for space will lead to the disappearance of many informal fishing bars, hiking trails and wildlife habitats. This protection is particularly important for one of the region's most significant assets, the Fraser River and its estuary.

The expanding demand for space for leisure also presents a number of opportunities for the further development of tourist facilities on an active and coordinated bases.

PART II - THE DEVELOPMENT STRATEGY FOR THE LOWER MAINLAND

2. DEVELOP AND USE NATURAL RESOURCES FOR THE LONG-TERM BENEFIT OF THE LOWER MAINLAND

The Lower Mainland region is rich in forests, productive farmland, fish-spawning streams and aggregate resources. Industries based on these resources make a significant contribution to the region's economy. The development and use of these resources requires careful management in relation to the long-term needs of the region's people and its natural environment. The plan's policies foster this type of management and attempt to avoid conflicts in priorities.

The plan's provisions encourage multiple use of resource areas for recreation as well as resource harvesting and extraction. Continued population growth will require increased recreation access to major resource development areas such as Hemlock Valley, Cultus Lake as well as the mountains on the north side of the Fraser Valley and Burrard Inlet.

PART III - REGIONAL DEVELOPMENT POLICIES AND IMPLEMENTATION MEASURES

CITIES AND TOWNS
CENTRES POLICIES
GENERAL POLICIES

ENCOURAGE

- continued development of Downtown Vancouver as the primary business, commercial and cultural centre of this region.
- development of Burnaby Metrotown, Downtown New Westminster, Coquitlam, Whalley-Guildford, Langley City, Abbotsford-Clearbrook, downtown Mission and Haney as centres of substantial growth in office employment, shopping and cultural facilities.

COUNTRYSIDE AND FARMS
RESOURCE AREA POLICIES
GENERAL POLICIES

RESERVE

- areas required to produce the region's renewable resources.

ENCOURAGE

- multiple-use of lands, particularly for recreation and conservation.

USE POLICIES

RESOURCE areas may be used only for resource extraction and harvesting including farming, forestry, mining and preliminary grading, cutting or crushing and storage of primary forest or mining products for shipment, recreation and conservation uses except that areas shown on the biologically important natural asset map that are within a RESOURCE area should be used only for recreation and conservation uses.

PART III - ENVIRONMENT
PARK AREA POLICIES
GENERAL POLICIES

ENCOURAGE
- development of acquired park areas.

RESERVE
- areas of significant recreation potential or high biological productivity.

SUPPORT
- the acquisition of parkland.

DESIGNATION POLICY

1. The plan map designates as PARK those areas owned or under long-term lease by a responsible authority for public recreation use of regional significance including federal parks, provincial parks and recreation reserves, regional parks and municipal parks that serve a regional function.

2. PARK areas may be extended or created through plan amendment when new areas are acquired for public recreation use of regional significance.

USE POLICY

PARK areas may be used only for recreation, conservation and ancillary uses.

The designated PARK areas include a significant amount of land at high elevations which cannot be fully used because access is difficult. Much of this land is ecologically sensitive and should not be subjected to intensive recreational use. For these reasons, the priority with respect to existing and potential park areas should be on improving access where appropriate and on acquiring sites closer to centres of population which are suitable for many types of recreational use.

PART III - ENVIRONMENT
LIMITED USE AREA POLICIES
GENERAL POLICIES

LIMIT
- development in areas with difficult site features and areas of geologic hazard.
- development of land for which the best use is not yet determined.

RESERVE
- areas of significant recreation potential or high biological productivity.
- community water supply watersheds.

ENCOURAGE
- multiple-use of lands, particularly for recreation and conservation.

DESIGNATION POLICY
1. The plan map designates as LIMITED USE:
- environmentally sensitive areas,
- significant fish, wildlife or waterfowl habitat;
- potential park sites,
- community water supply watersheds,
- lands with site features that limit development;
- major water areas;
- areas of undetermined future use, and
- areas that are uneconomical or inefficient to service.

2. LIMITED USE areas may be extended or created through plan amendment when new areas with any of the above features are identified.

USE POLICY
LIMITED USE areas may be used only for farming, forestry, country residential, institutional, local transportation and utilities, recreation, conservation and commercial outdoor recration uses provided:
- areas of geologic hazard may be used only after the appropriate geotechnical studies have been undertaken,
- areas of biological significance or potential part sites may be used only for uses which have minimal environmental impacts, and
- water areas may also be used for fishing, regional transportation, regional utilities, temporary storage and sorting of primary forest products, aggregate extraction and residential use provided that where water areas are proposed to be used for the temporary storage sorting of primary forest products, aggregate extraction or residential use, the recommendations of the regional board shall be obtained by the responsible authority.

NATURAL ASSETS POLICIES
GENERAL POLICIES

ENCOURAGE
- multiple-use of lands, particularly for recreation and conservation.
- development to respect areas of high visual amenity.
- increased public access to recreation features through the use of a variety of techniques.

SUPPORT
- development of a system of regional trails linking major recreation features.

MAINTAIN
- environmental quality.
- a balance and variety of biological systems.
- water quality and flow regimes at levels suited to the preservation and protection of aquatic and wildlife resources.

APPLICATION POLICY
Natural assets are regionally significant:
- biologically important features, including significant fish, bird, and wildlife habitat; unique ecological features, and distinctive natural landscapes; and
- outdoor recreation features, including beaches, dykes, areas for canoeing, camping, picnicking and angling as well as the more significant open space features of the region.

Natural assets are shown on the two maps (biologically important natural assets and regional outdoor recreation assets). These maps may be modified by plan amendment when warranted.

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## L. Village of Harrison Hot Springs Official Community Plan 1979, 1979 - Draft

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PART TWO: THE VILLAGE IN THE REGIONAL ECONOMY
The Village: Recreational Services and the Hospitality Industry

Increased regional population, the popularity of the automobile, improved highways, and general prosperity have brought Harrison Hot Springs an increased volume and diversity of regional service sector business. The dollar volume of tourist trade has increased, the regional convention trade has become the single most valuable market of the hospitality industry, and the large numbers of regional and local visitors during the summer months strain the ability of the Village to provide services.

. . . . Although the increased population of the nearby urban region has increased the tourist population of the Village, the permanent population of the Village has not grown at the same rate. However, the seasonal population requires a similar capital and maintenance investment for services as would a permanent population of the same size.(7)

The continuing existence of Harrison Hot Springs as a Village of over 500 persons is based upon the regional tourist trade of the Pacific North-West. The Harrison Hotel pays the majority of Village tax revenue, and hotel staff and their families account for one-half of the Village population. Only 10 percent of the hotel's business comes from outside the Georgia Strait-Puget Sound Urban Region. This economic base should be assumed for the period of this plan. In the long term, other activities in the service sector may be attracted to the Village by its unique character and location. . . . . the plan does not include a casino as an objective. The opening of a gambling casino would completely transform the physical and social structure of the Village.

PART FOUR: GUIDING THE VILLAGE'S DEVELOPMENT

. . . . .

The regional and international significance of the Village of Harrison Hot Springs is recognized in this plan.

THE COMMUNITY GOAL
The Village of Harrison Hot Springs should develop as a tourist resort village to serve the local, regional and international tourist communities.

COMMUNITY OBJECTIVES:
Objective 1

TO CREATE AN ACTIVE YEAR ROUND BUSINESS ENVIRONMENT WHICH COMPLEMENTS THE ATTRACTIONS OF THE NATURAL ENVIRONMENT AND PROVIDES A GREATER VARIETY OF ECONOMIC ACTIVITIES.

Policy Guidelines
(a) Encourage Provincial and Federal authorities to investigate with the Village ways to assist in funding economic development planning to provide for the highest and best uses of land in the Village of Harrison Hot Springs.
(c) Encourage the designation of the tourist-recreational land use of the Village of Harrison Hot Springs in the Lower Mainland Official Regional Plan.
(d) Encourage the Province to recognize and enhance the importance of the Village of Harrison Hot Springs to the tourist resort economy by providing financial assistance towards the capital improvements outlined in the Official Community Plan.
(n) Establish a mutually beneficial relationship with the Hemlock Valley ski resort, such as reciprocal promotion efforts.
(p) Encourage the development of a Fine Arts School in Harrison Hot Springs as an affiliate of the Fraser Valley Community College.

Objective 2

TO CREATE AN ACTIVE YEAR ROUND SOCIAL ENVIRONMENT BY PROVIDING PUBLIC SPACES AND PROGRAMMING RECREATIONAL AND CULTURAL ACTIVITIES AND EVENTS
Policy Guidelines
(b) Encourage the use of Harrison Lake for swimming, sailing, motorboating, charter tour boating and competitive water events.
(g) Promote the Village as an arts and entertainment centre, and as a centre for the display of local work including Indian arts and crafts.

Objective 4

TO DEFINE AND REINFORCE THE LAKEFRONT, HOT SPRING RESORT CHARACTER OF THE VILLAGE

Policy Guidelines
(l) Improve the existing hot spring enclosure and provide a park-like setting for this unique asset.
(m) Investigate with the hotel owners the possibility of a joint lease on the hot spring.
(n) Encourage related health or athletic facilities that could make use of the hot spring, to locate in the Village Centre.
(o) Investigate the possibility of a spa facility being incorporated within the Community Hall.

Objective 5

TO INTEGRATE THE HARRISON LAKE BEACH, THE MIAMI RIVER, AND THE VILLAGE CENTRE AREAS

Policy Guidelines
(a) Concentrate tourist-commercial activities in the area bounded by the Miami River, Harrison Lake, Hot Springs Road, and the Harrison Hotel, to create a Village Centre (Appendix A).
(f) Encourage the development of new tourist accommodation in the area east of Hot Springs Road north of the Miami River, and north of Lillooet from Chenalis to Mount St.(Appendix A), not in the Village Centre unless located above the ground floor.

Objective 6

TO CREATE AN ENTRANCE TO THE VILLAGE WITH AN IDENTITY, A SENSE OF ARRIVAL, AND A SENSE OF DIRECTION

A tourist village should present a pleasant appearance to the eye of the visitor. The guests of Harrison Hot Springs should feel they have arrived at a unique and special place.

PART FIVE: PUTTING THE PLAN TO WORK
The following activities are given high priority in initiating the first steps of the Official Community Plan.
(4) Promote the Village's special status as a recreational community.

## M. Regional Plan - 1979, Thompson - Nicola Regional District

PART II: THE REGION AND ITS RESOURCES
TOURISM AND RECREATION

Recreation and tourism are important elements in the economy and lifestyle of British Columbia, and the maintenance of high quality facilities is important to residents and tourist alike. The rich scenic variety of the Thompson-Nicola Regional District, the accessibility afforded by the major rail, road and air networks, and the central position of the Region in relation to major centres of population in British Columbia and Alberta are highly significant. On the one hand they have been important factors in the development of this segment of the economy and in the enjoyment of the area by its residents. On the other, they create a combination which subjects the Region to increasing recreational demands and rapidly growing tourist populations. There is a great need to ensure that overuse and over-accessibility do not destroy a valuable resource and result in a decline in quality. At the same time, it is also important to ensure that other aspects of the economy -- industry, transportation, settlement -- do not produce conflicts that will also threaten quality in the tourism/recreation sector. If recreational quality declines, it is not only the economy that will suffer. There will be a loss of livability in the Region itself and, taking a wider view, there will also be a loss of livability for those who live in the big urban centres and who look to the wilderness and countryside for amenities and experiences not found in urban living. Careful management is essential if these pitfalls are to be avoided. Some of the major issues in the Region have to be examined with recreational resources in mind.

PART IV: PLANNING FOR THE REGION
REGIONAL PLAN - POLICIES - SCHEDULE "A" - BY-LAW NO. 501
GOALS

The Regional Plan includes policies that will:
1) Encourage the wise use of the renewable and non-renewable resource base;
2) Promote growth and diversification of the economic and social environment;
3) Work towards minimizing detrimental impacts on the natural environment and conditions that would be a liability to future residents;
9) Recognize and support the important role of the Agricultural Land Reserve and ensure protection of grazing lands which form part of agricultural and ranching operations, whether in or outside the Agricultural Land Reserve;

RURAL DEVELOPMENT
In the General Area, five sub-classifications will be considered: (among them)
2) Rural Recreational - accommodating cottage subdivisions and seasonal recreational uses where no public services are provided. This sub-area could be intermixed with ranching and forestry uses.
4) Tourist Recreational - areas for the establishment of tourist or vacation type commercial uses, including holiday camps, motels,etc

LAKES AND LAKE SYSTEM PLANNING

Classification of lakes into the following four tier classification is adopted, which will be studied further for detailed analysis and policies including review of this classification:
1) Wilderness Recreation Lakes - are lakes with a high aesthetic value, located in remote areas with access restricted to walk-in trails. These lakes offer an opportunity for quiet and solitude, with motor vehicles and power boats prohibited.

TRANSPORTATION AND ENERGY CORRIDORS

The transportation sector is an important component of the economic base of the Regional District, and provides a critical link in the provincial and national transportation systems.

A. COQUIHALLA HIGHWAY

The initial proposal from the Ministry of Transportation, Communication and Highways provides some detail of the possible route south of Merritt to Hope, but is not at all specific about the route from Merritt north to Kamloops. For this northern route, the Regional Board recommends to the Ministry of Transportation, Communication and Highways that:

1) A full consideration of the options to locate the route on the high land to the west or east of Highway 5 should be carried out as these would appear to have the least detrimental impact on the existing activities in this area.
2) Any evaluation of alternative highway routes should be comprehensive and specifically include the economic impacts on resource industries and municipalities within the Regional District. Maximization of benefits from the highway to regional residents should be pursued.

Whatever route is selected, accommodation and service facilities will be located in or adjacent to existing communities rather than in new locations which would create additional pockets of urban development in the rural areas. In order to safeguard the integrity and safe and efficient level of service on the route, the route will be controlled to ensure that it will function as a major traffic route.

B. RAIL

The route from Merritt to Hope should recognize the possibility of re-opening the former Kettle Valley rail line.

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N. Economic Development Profile and Opportunity Identification Study, Regional Overview of Sub-Regions, Thompson-Nicola Regional District Economic Development Commission; by Canbrit Consulting Ltd. Oct/79

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1. SOUTH CARIBOO SUB-REGION

- Lytton - General Comments
  - 5) Tourism is increasingly important, but needs to be attracted by winter and summer alternatives, and by a harmonious grouping of goods and services.
- Specific Proposals
  - 2) Service - upgrading and enlarging motels to handle increased destination and in-transit traffic; mobile home park or subdivision; another restaurant.

POOR

QUALITY

ORIGINAL